26TH YEAR

# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 29, 1957 35¢ PER COPY

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**New deal on discounts**

**The cosmetics are buying**

**Tv's making (more) money**

There Must Be
A Reason
Why

Millions and
Millions
of Dollars

were *invested*
in Spot TV advertising
by leading AUTOMOTIVE
manufacturers during 1956.

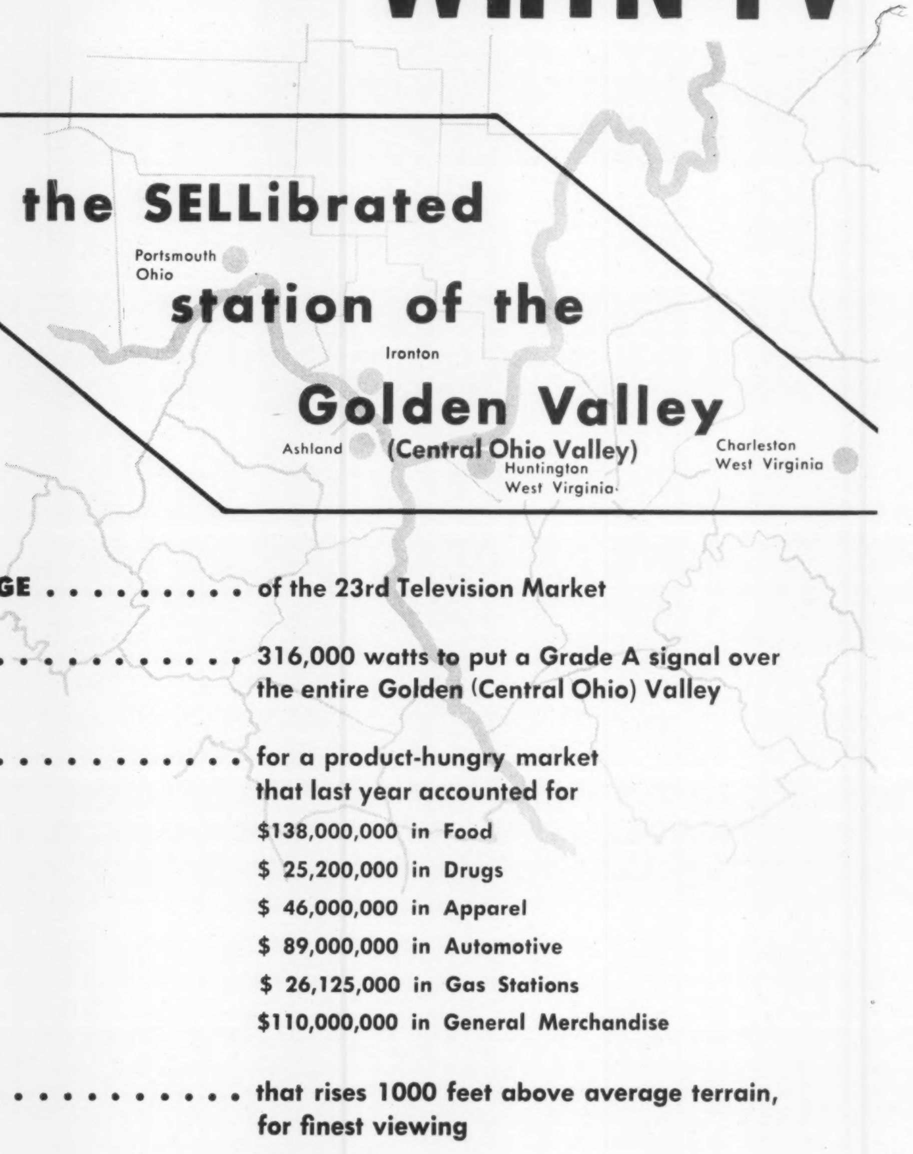
| | | | |
|---|---|---|---|
| KOB-TV | Albuquerque | KCOP | Los Angeles |
| WSB-TV | Atlanta | WISN-TV | Milwaukee |
| KERO-TV | Bakersfield | KSTP-TV | Minneapolis-St. Paul |
| WBAL-TV | Baltimore | WSM-TV | Nashville |
| WGN-TV | Chicago | WTAR-TV | Norfolk |
| WFAA-TV | Dallas | KMTV | Omaha |
| WESH-TV | Daytona Beach | WTVH-TV | Peoria |
| WTVD | Durham-Raleigh | WJAR-TV | Providence |
| WICU | Erie | KCRA-TV | Sacramento |
| WNEM-TV | Flint-Bay City | WOAI-TV | San Antonio |
| WANE-TV | Fort Wayne | KFMB-TV | San Diego |
| KPRC-TV | Houston | KTBS-TV | Shreveport |
| WHTN-TV | Huntington-Charleston | WNDU-TV | South Bend-Elkhart |
| WJHP-TV | Jacksonville | KREM-TV | Spokane |
| KARK-TV | Little Rock | KOTV | Tulsa |
| | | KARD-TV | Wichita |

The reason? More sales mileage to the advertising dollar, that's why! Spot TV, more than any other medium travels your message straight to the prospective car buyer. And Petry represented stations show the greatest get-up-and-go selling power when it comes to getting results for automotive advertisers.

Television Division
**Edward Petry & Co., Inc.**
*THE ORIGINAL STATION REPRESENTATIVE*
New York Chicago Atlanta Boston Detroit Los Angeles San Francisco St. Louis

# operation facelift

# has made WHTN-TV


Portsmouth
Ohio
Ironton
Ashland
Huntington
West Virginia
Charleston
West Virginia

## the SELLibrated station of the Golden Valley

## (Central Ohio Valley)

| | |
|---|---|
| **FULL COVERAGE** . . . . . . . . . | of the 23rd Television Market |
| **FULL POWER** . . . . . . . . . . . | 316,000 watts to put a Grade A signal over the entire Golden (Central Ohio) Valley |
| **NEW SALES** . . . . . . . . . . . . | for a product-hungry market that last year accounted for |
| | $138,000,000 in Food |
| | $ 25,200,000 in Drugs |
| | $ 46,000,000 in Apparel |
| | $ 89,000,000 in Automotive |
| | $ 26,125,000 in Gas Stations |
| | $110,000,000 in General Merchandise |
| **NEW TOWER** . . . . . . . . . . . | that rises 1000 feet above average terrain, for finest viewing |

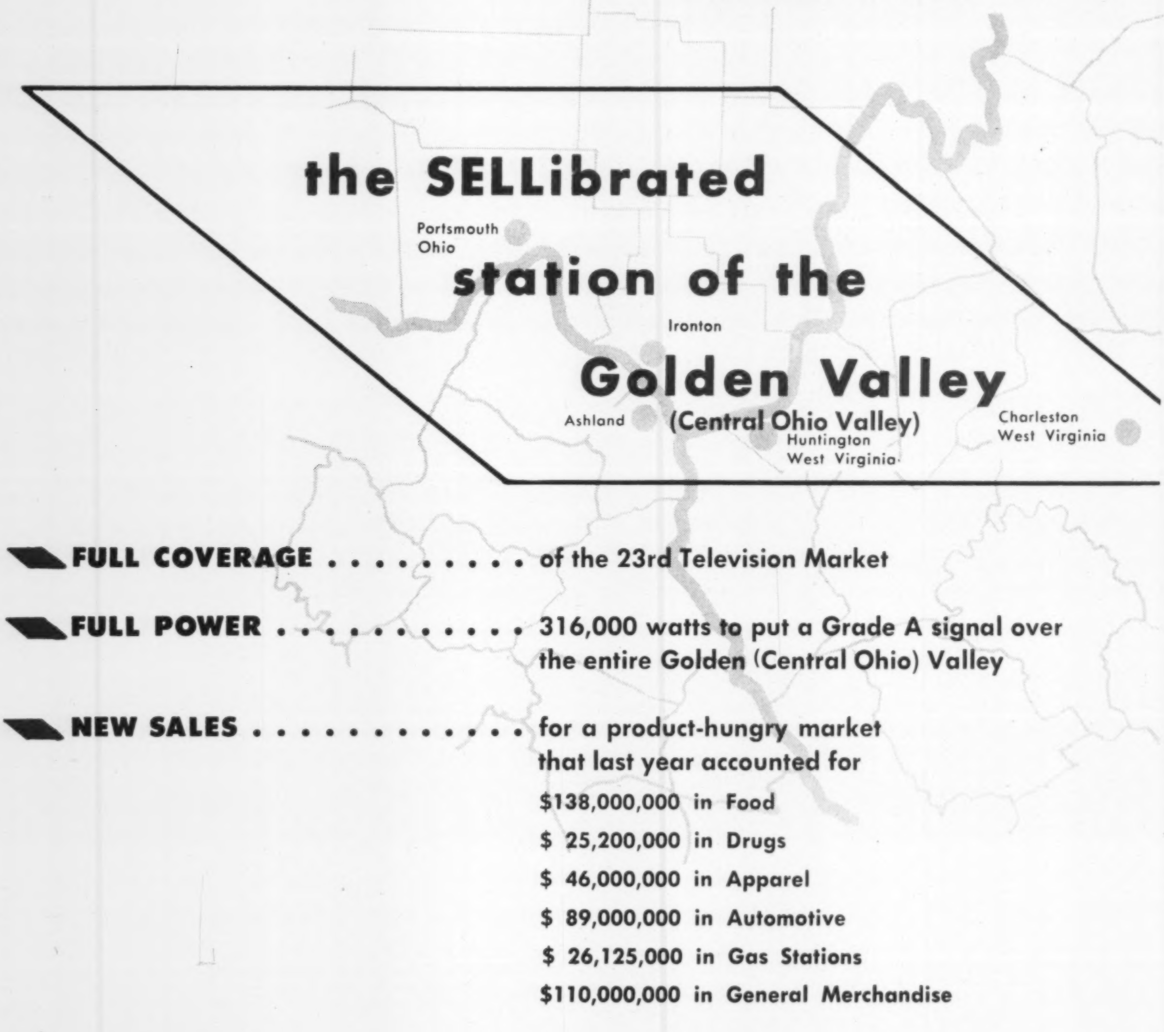
**BUT THE AVERAGE CPM IS STILL THE LOWEST!** No wonder it's the SELLibrated Station of the Golden Valley

**WHTN-TV**
CHANNEL 13
ABC Affiliate 316,000 Watts Huntington, W. Va.

**A COWLES STATION**
ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co., Inc.

# operation facelift

# has made WHTN-TV


Portsmouth
Ohio
Ironton
Ashland
Huntington
West Virginia
Charleston
West Virginia

## the SELLibrated station of the Golden Valley (Central Ohio Valley)

| | |
|---|---|
| **FULL COVERAGE** | of the 23rd Television Market |
| **FULL POWER** | 316,000 watts to put a Grade A signal over the entire Golden (Central Ohio) Valley |
| **NEW SALES** | for a product-hungry market that last year accounted for<br>$138,000,000 in Food<br>$ 25,200,000 in Drugs<br>$ 46,000,000 in Apparel<br>$ 89,000,000 in Automotive<br>$ 26,125,000 in Gas Stations<br>$110,000,000 in General Merchandise |
| **NEW TOWER** | that rises 1000 feet above average terrain, for finest viewing |

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**WHTN-TV**

CHANNEL 13

ABC Affiliate 316,000 Watts Huntington, W. Va.

**A COWLES STATION**

ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co., Inc.

# Again -- Pulse Proves: KRNT Radio Dominates in the big DES MOINES Market in Iowa!.... 102 FIRSTS out of 143 Periods. KRNT leads Morning, Afternoon & Evening. KATZ has the latest facts on this Cowles operation.

**KRNT** - The Station With The Fabulous Personalities and the Astronomical Ratings

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# KRLD-TV

## Channel 4 Dallas

**PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS**

*and in Dallas where four stations compete,*

**KRLD-TV**

has the most viewers......

**MORNINGS**
(7 A.M.-12 NOON)
**AFTERNOONS**
(12 NOON-6 P.M.)
**EVENINGS**
(6 P.M.-12 MIDNIGHT)

**seven days a week!**

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

**KRLD-TV**

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
**MAXIMUM POWER**

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
*Chairman of the Board*

CLYDE W. REMBERT
*President*

# closed circuit®

**MONEY FINDER** • In center of Mutual Broadcasting System sale and probable stockholder, as well as Washington counsel, is former FCC Comr. Frieda B. Hennock. Operating quietly and reportedly responsible for interesting Armand Hammer, art collector and oil operator, in transaction after earlier backers dropped out, Miss Hennock reportedly was key figure in arranging financing ($550,000) for acquisition of goodwill and going concern, plus approximately equal amount to be placed in company as operating capital.

B•T

*ALSO identified in legal end of Mutual negotiations was Harold Seligman, New York attorney. Contract for purchase was obtained by Paul Roberts, West Coast broadcaster, who becomes president on Aug. 7, with B. J. Hauser, former MBS vice president, as executive vice president (story page 42). Mutual reportedly does about $3.5 million gross, with interconnections running approximately $1.6 million.*

B•T

**TRIPLE TROUBLE** • Some top advertisers and their agencies reportedly are up in arms over tv triple spotting, and it's predicted that before fall season gets underway there will be ultimatums from high places. One agency, ranking big in spot, already has conferred with number of station representatives, it's learned, and one of biggest spenders among advertisers, both network and spot, also has expressed its displeasure, which it proposes to implement by action this fall.

B•T

*SLATED for appointment as legislative assistant to new FCC Chairman John C. Doerfer is Joseph M. Sitrick, NARTB public relations executive. Mr. Sitrick, 36, would be successor to Robert D. L'Heureux, who served in same capacity for Chairman George C. McConnaughey. Mr. Sitrick has been with NARTB for past two and a half years and prior to that was Assistant Chief, International Press Service, USIA. He is native of Davenport, Iowa, and served in Navy during World War II as Lieutenant (s.g.), in Pacific Theatre and in Armed Forces Radio Service.*

B•T

**UNACCEPTABLE ADS** • Persistent defiance of NARTB Tv Code by subscribers who carry spots promoting hemorrhoid preparation has prompted William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of NARTB Tv Code Review Board, to send personal letter to each of 300-odd code subscribers. Such advertising, long carried by printed media, "never has been acceptable to most broadcasters," chairman wrote. His letter recalled that board issued interpretation last year holding hemorrhoid and feminine hygiene products unsuited to tv and re-emphasized its position at meeting last month.

B•T

*EXTENT to which interest in "open circuit" toll tv has given way to "closed circuit" (cable) tv may be discerned in reply comments filed with FCC last week on subscription issue. Neither Skiatron (Matty Fox) nor International Telemeter (Paramount) took trouble to file reply briefs. And Zenith, third subscription tv advocate, issued what amounted to ultimatum and wound up with comment that this would be its last word in support of FCC action (story page 70).*

B•T

**SPECIALS & SPORTS** • "Special" shows NBC-TV ticks off this week as scheduled for 1957-58 season represent what officials call greatest effort NBC has ever undertaken in this area, in terms of both diversity and total hours. Fourteen different categories are included, with program lengths ranging from half-hour to two hours. In addition to these "specials"—current NBC nomenclature for what used to be "spectaculars"—network plans to outline new fall-winter sports lineup representing 25% more hours than last season's. "Specials" and sports details to be presented at news conference called by President Robert W. Sarnoff for today (Monday) in New York.

B•T

*BRAND NEW set of television set circulation figures for U. S., with urban-rural and other broad breakdowns, has been collected by U. S. Census Bureau but information is gathering dust on government shelves. Delay is ascribed by Census Bureau to work load waiting in line for busy Univac processing. Industry-financed circulation data will be released through Advertising Research Foundation after it is processed by Census Bureau. Field work was done last April.*

B•T

**AIR CAMPAIGN** • There's considerable interest in aggressive campaign being waged by Rep. Alvin E. O'Konski (R-Wis.) for nomination for U. S. Senate. While half dozen other candidates are depending primarily on personal tours, Rep. O'Konski (who owns WOSA Wausau and WLIN [FM] Merrill, both Wis.) has turned to tv under guidance of LeRoy A. (Duke) Larson, Milwaukee advertising-public relations specialist (Larson & Assoc.). Congressman's filmed tv shows have been aired in six cities thus far. Wisconsin senatorial primary is next Tuesday.

B•T

*FCC will hold its last regular "decision day" this Thursday (Aug. 1) until after Labor Day. While routine and emergency matters will be handled during August hiatus, no formal meetings will be held unless some crisis arises. Next regular formal meeting will be held Sept. 4.*

B•T

**CONVERSIONS COMPLICATED** • New and potent argument for elimination of 10% excise tax on combination uhf-vhf receivers is developing with boom in low-priced portable tv receivers and corresponding decline in conventional models. Portables are not easy to convert to uhf, and are not made in all-band models. Several new bills now are pending in Congress for elimination of excise tax, but little hope is held for action this session unless veritable tidal wave of support sweeps Capitol Hill.

B•T

*PARTICULARLY hard-hit by conversion problem, it's readily acknowledged, are uhf stations in predominantly vhf markets such as those owned by networks in Hartford-New Britain, Milwaukee and Buffalo. While networks were successful in getting conventional models converted, they found no easy solution in portable boom, with result that second or third sets in homes are unavailable for uhf.*

B•T

**ABN'S FIRST ENTRY** • First new program under new "all-live" programming policy being initiated by President Robert E. Eastman of American Broadcasting Network now has been set and will be announced shortly. It'll feature Herb Oscar Anderson, formerly on WDGY Minneapolis and later WBBM Chicago, who more recently has been doing show on ABC's WABC New York as sort of tryout for network program. He'll tie together show featuring live orchestra and live singers. It's set to start Sept. 2 in Monday-Friday 10-11 a.m. spot, immediately following long-time favorite *Breakfast Club*, and will be sold in five-minute units.

B•T

*RADIO Advertising Bureau will have its own headquarters building, if present plans work out. RAB board has authorized management to start investigating possibilities of acquiring, say, midtown New York brownstone and converting it to office quarters. Having outgrown current space after two years of occupancy, bureau is slated to move to larger quarters toward end of this year. Present thinking is that this will be interim move while plans proceed for acquisition of own building, probably about 1960.*

B•T

**ANOTHER 'NETWORK'** • To supply national public service programming at local radio-tv station level, New York producer Hardy Burt is forming organization to be called National Public Service Network. More than 1,000 radio and 200 tv stations will be contacted.

AGAIN!

ONLY Radio WOW OMAHA

DELIVERS A 10.2* AVERAGE RATING

*Monday through Friday, 7AM to 10PM

●

But, Now it's based on a Greater

102 COUNTY

measured Pulse Area –

with 560,000 Radio Homes!

(JANUARY-FEBRUARY 1957 PULSE SURVEY)

**REGIONAL RADIO WOW** *Omaha*
CBS
AFFILIATE

A *Meredith* Station —

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

# THE WEEK IN BRIEF

## LEAD STORY

**B&B's 'Partnership' Buying Creates Stir**—Agency plan for 52-week spot tv campaign with Bristol-Myers alternating with General Foods in prime time arouses criticism that it's trend toward monopoly. Page **27.**

## ADVERTISERS & AGENCIES

**Smile of Tv Next Fall Is The Smile of Beauty**—Max Factor & Co. follows archrival Revlon's footsteps by hiking tv expenditures, as other U. S. cosmetics makers likewise step up tv sponsorship. Page **29.**

**Blue-Chip Texaco Bets Again on Network**—If initial special on NBC-TV is successful, company may invest some $2 million next season with its radio-tv spot budgets untouched. Page **35.**

**New Spot Tv Advertiser**—Filtertip Tareyton takes a first-time fling at national spot tv in prime markets. Campaign, set for mid-August, is cautious but advertiser will extend it if successful. Page **30.**

**A Mogul and a Monarch Disagree**—Fermentation sours sweet relations between Emil Mogul agency and former client, Monarch Wine Co., as client disputes ex-agency's position and iterates desire to stick with broadcast media. James M. Vicary's motivational research report on Manischewitz is cited as as "trigger" that loosened account. Page **36.**

**Grocers to Take Close Look**—Agencies serving food products manufacturers are alerted to "more searching evaluation" by clients as Grocery Manufacturers Assn. predicts stricter advertiser control of budgets, media plans and marketing strategy. Page **38.**

**Agency Switches in Midwest**—Weiss gets Stag Beer, NL&B acquires Accent, Helene Curtis shopping for new agency for Spray Net and Lentheric products for men. Page **32.**

## FILM

**Film Syndicators Aren't Suffering**—B•T's semi-annual survey of film and live programming on tv stations shows non-network film is still thriving. Page **54.**

**How Tv Has Moved Into The Newsreel Field**—Newsfilm operation for television has become even more important as movie newsreels sputter. Page **96.**

## PROGRAM SERVICES

**Reject Pay Tv and Discontinue Entire Proceedings**—That's the gist of the majority reply-comments on merits, if any, according to opponents, filed last week at FCC. Page **70.**

**Pro Gridders Cold-Shoulder Pay Tv**—Comr. Bert Bell of the National Football League tells House subcommittee pro football wants no part of pay tv; releases financial data for the 12 NFL clubs. Page **72.**

## NETWORKS

**At Last The Mutual Suspense Is Over**—West Coast group headed by Paul Roberts as president will assume ownership of largest network, Aug. 7. New program format will continue. Bertram J. Hauser to be executive vice president. Page **42.**

**Tv Networks and TvB Refute "New York Times"**—Article claims tv is heading for "the toughest season in ten years." Question: Why has the *Times* failed to front page a story about newspaper advertising fall-off? Page **47.**

**Imogene and Sid Make Up**—Caesar and Coca agree to appear in half-hour weekly tv series on NBC-TV. Problem: The advertiser and the time slot. Page **52.**

## TRADE ASSNS.

**It's a Fine Year for Tv Stations**—Sixty percent of stations figure they will make more money than last year, according to NARTB analysis. Typical station anticipates $66,000 profit in 1957. Page **68.**

## OPINION

MR. GLYNN

**There Can't Be Guesswork in Media**—J. Walter Thompson's Tom Glynn, writing in B•T's MONDAY MEMO series, says the market's much too competitive for anything short of the best in research and the most astute application of experience. Page **101.**

## GOVERNMENT

**Pittsburgh, Seattle Vhfs Granted**—Ch. 4 Pittsburgh goes to Television City Inc., following a merger agreement between that applicant and WCAE Pittsburgh (Hearst), and ch. 7 Seattle is awarded to KIRO that city. Biloxi, Miss., ch. 13 is the only remaining comparative tv hearing awaiting FCC final decision. Page **60.**

**Ford Gets Nearer Confirmation**—Appointment to FCC clears Senate Commerce Committee; final Senate approval awaits disposition of civil rights bill. Page **62.**

**Moulder's Probe Staff**—Rep. Moulder's investigative staff nears completion with only a chief attorney still to be named. Appeal is made to members of Congress for "suggestions and information." Page **62.**

## STATIONS

**Another Magazine Enters Radio-Tv**—*Newsweek* is buying 46% of KFSD-AM-FM-TV San Diego, Calif., for $1.5 million. Page **74.**

## DEPARTMENTS

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# Twin habit in the Twin Cities

1. *Listening to first place WDGY*
2. *Buying WDGY-advertised products*

**WDGY**
**50,000 watts**
**MINNEAPOLIS-ST. PAUL**

WDGY has taken over first place in Minneapolis-St. Paul. June-July Hooper says it: WDGY has 28.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

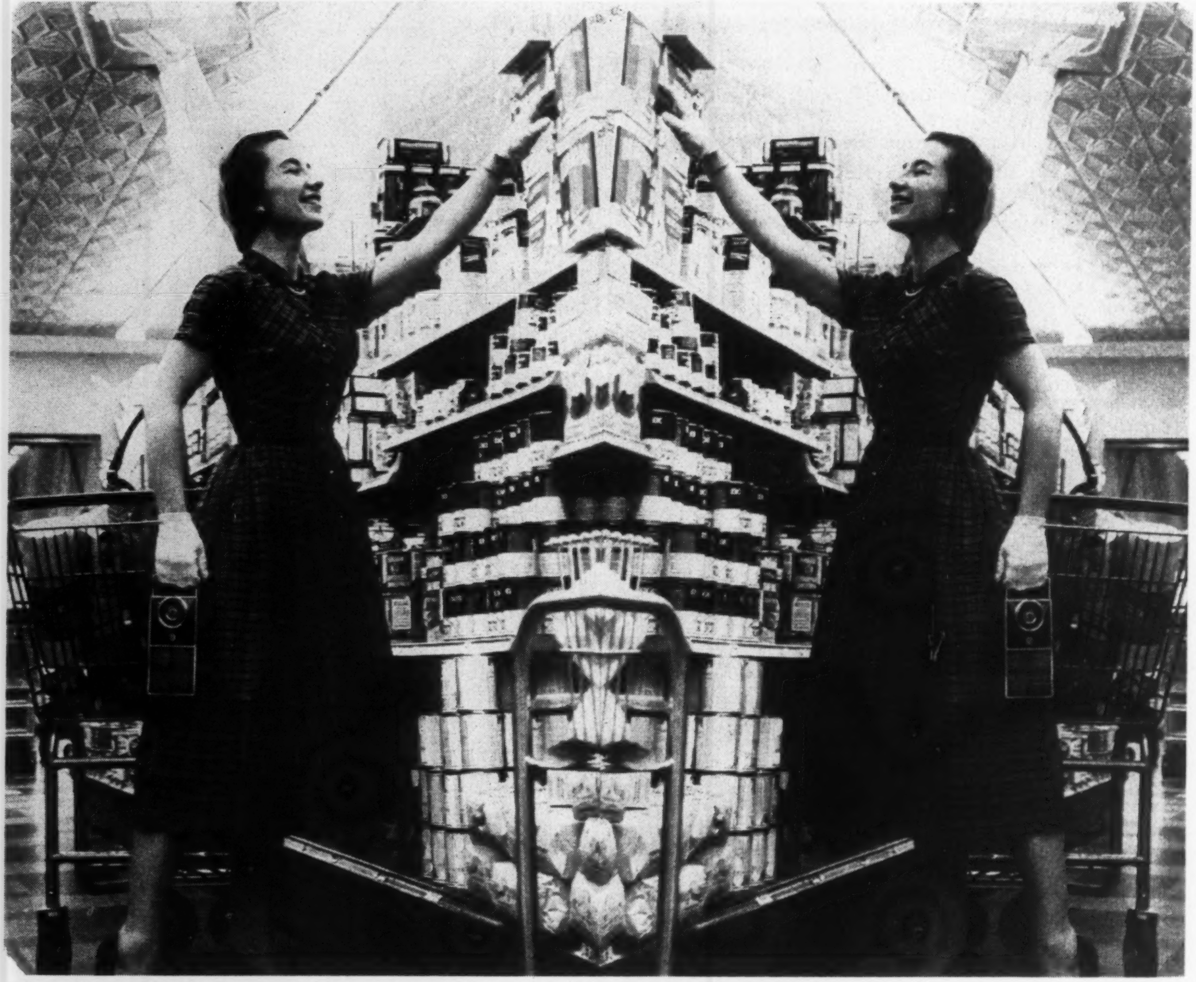
June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Nielsen says it: WDGY first NSI area 9 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter-hours, against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation.

See your Blair man . . . or talk to WDGY General Manager Jack Thayer.



STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

**WDGY** *Minneapolis St. Paul*
**WHB** *Kansas City*
**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.
**TODD STORZ, PRESIDENT**
**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

# at deadline

## Flako Products Drops Print In Favor of Spot Radio

FLAKO PRODUCTS DIV. of Quaker Oats Co. has made 100% switch from print to spot broadcasting with $750,000 going into radio campaign and rest of $880,000 budget into promotion. Radio spots are being placed in 40 major markets, starting Sept. 12 for 26 weeks.

Flako has bought Blair Group Plan in 18 markets (Thurs., Fri., 9 a.m.-4 p.m.), 58 announcements per week, one-minute and ID's every quarter-hour, for its flour mixes. In addition Flako will be in 22 other markets east of Mississippi.

Parent company spent $3.5 million in broadcasting last year, $620,000 in spot radio and $2.9 million in tv. Flako agency is Clinton E. Frank, Chicago.

## Radio-Tv in 21 Southern States Planned for New Super Hadacol

HADACOL Inc. (tonic) plans to spend roughly $750,000 in broadcast media, bulk of it in radio, for new fiscal year (starting last July 1) on behalf of new Super Hadacol product, Jerome S. Garland, head of Garland & Assoc., told B•T, Friday. He acquired company from group of southern businessmen last May 15 and formerly was president of D-Con Co. (insecticides) before it was acquired by Sterling Drugs last January.

Radio-tv outlay represents about 80% of entire media budget, Mr. Garland said, and will be used in 21 southern states at outset. Campaign eventually will be extended to northern states, he added. Olian & Bronner, Chicago, has been appointed to handle Hadacol account for southern states.

## Corn Products Buys 'Oakley'

CORN PRODUCTS Refining Co., for Bosco chocolate syrup, has signed $2.34 million contract with CBS Television Film Sales for *Annie Oakley* syndicated film series in 62 markets. Alternate sponsor is Continental Baking Co., with series since January 1956. Cost represents time and program costs over 52-week period. Advertiser also gets six free one-minute commercials featuring Gail Davis, *Oakley* star. Sponsorship kicks off in October. Agency is Donahue & Coe, N. Y.

## Brown Drops Amarillo Bid

KENYON BROWN, multiple-station owner, Friday withdrew his application for ch. 7 Amarillo, Tex., in favor of Southwest States Inc. FCC Hearing Examiner Annie Neal Huntting accepted Mr. Brown's withdrawal and closed record with Southwest as only applicant. According to terms of withdrawal, Southwest is to pay Mr. Brown $10,000 for out-of-pocket expenses if application is granted by Aug. 7; $7,500 if application is granted by Sept. 20.

## Providence, Yuma, Madison Among Ten Sale Approvals

FCC approved 10 station sales, including WHIM Providence, R. I.; KIVA (TV) Yuma, Ariz., and WMTV (TV) Madison Wis.

Announced Friday were these grants:

- WHIM Providence, R. I., (1 kw daytime on 1110 kc) from Frank W. Miller and associates to Richard D. Buckley and John B. Jaeger for $640,000. Mr. Buckley is stockholder in DuMont Broadcasting Co. (WNEW-WABD [TV] New York and WTTG [TV] Washington). Mr. Jaeger is executive vice president of WNEW.
- KIVA (TV) Yuma, Ariz. (ch. 11), from Donald Ellsworth and associates to Harry C. Butcher for $241,000. Mr. Butcher owns KIST Santa Barbara, Calif., and was stockholder in ch. 3 KEYT (TV) Santa Barbara, recently sold.
- WMTV (TV) Madison, Wis. (ch. 33) from Bartell Tv Corp. to Mitchell Wolfson and associates for $350,000. Wolfson group has interests in WTVJ (TV) Miami and WFGA-TV Jacksonville, both Fla.

## WAGM-AM-TV, WABM Sold To Owners of WABI-AM-TV

SALE by Harold D. Glidden of WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, to WABI-AM-TV Bangor, Me., for $525,000 was filed Friday for FCC approval. WABI-AM-TV is owned 60% by Horace A. Hildreth, former Maine governor, 34% by WPOR Portland, Me., and 6% by WTVL Waterville, Me. Purchasers also hold permit for WABQ Presque Isle.

WAGM-AM-TV-WABM balance sheet, dated Dec. 31, 1956, showed profits for year, after taxes, of $7,052. Retained earnings were $135,179, with capital stock of $35,000. WABI-AM-TV balance sheet for May 31 showed capital surplus of $126,990. Stations cleared, after taxes, $22,552 for fiscal year ended June 30, 1955, and lost $37.22 for year ended June 30, 1956.

### THE FIRE CHIEF RETURNS

CUNNINGHAM & WALSH, N. Y., is announcing today (Mon.) that the Texas Co., N. Y., has selected Ed Wynn, comedian who created Texaco Firechief for firm on network radio in early 30's, to be honored in first Texaco color spectacular, *Texaco Command Performance* on NBC-TV, Sept. 19, 10-11 p.m. (also see Texaco story, page 35). Projected program series is designed to salute great entertainers of past. Coronet Productions will handle production, with Ezra Stone named producer for Wynn program.

## • BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

**FILM BUYS ACCENTED** • Bon Ami, N. Y., understood to have signed for extensive spot tv campaign, using syndicated film programs in undetermined markets throughout country. Markets currently being lined up for fall start of tv effort. Agency: Ruthrauff & Ryan, N. Y.

**PROCTOR PREPARES** • Proctor Electric Co. (irons, toasters and ironing equipment), Philadelphia, starts spot tv campaign Sept. 9 and to run up to ten weeks in approximately 22 markets. Minutes and some ID's will be used. Weiss & Geller, N. Y., is agency.

**EXPANSION IN WORKS** • Pepperidge Farms Inc., Norwalk, Conn., whose baking products have had limited distribution in Northeastern U. S., reportedly will enlarge its distribution area considerably with 14-city radio spot introduction beginning early in September and running through next April. Agency Ogilvy, Benson & Mather, N. Y., understood to be looking for availabilities in Chicago, Richmond, Orlando, Tampa, Miami, Boston, Youngstown, Cleveland, Akron and Canton.

**READIES FOR SNIFFLES SPELL** • Vick Chemical Co., N. Y. Already on CBS-TV with three 15-minute participations weekly and CBS Radio with six to nine spots weekly, will invade Canada via radio spot Sept 30 for 21-week campaign in 43 markets for VapoRub, 35 markets for cough syrup and drops. In second week of October, Vick reportedly will enter U. S. in over 40 markets with spot radio drive and is considering tv spot for VapoRub. Morse International, N. Y., is placing campaigns.

**THREE MARKETS FOR BAN** • Bristol-Myers (Ban lotion deodorant), N. Y., this week begins 26-week spot tv campaign on five stations in three markets (Tulsa, Houston and Jacksonville). BBDO, N. Y., is agency.

**SEPTEMBER SPOTS SET** • Shetland Co. Div., Signal Mfg. Co., Lynn, Mass., formerly serviced by Callaway Assoc., Boston, now at Product Services, N. Y., plans large-scale saturation tv spot campaign in 50 markets starting early September. Shetland manufactures floor polishers.

**SPOTS FOR BEEF PIES** • Morton Frozen Foods Co. (beef pies), Louisville, to launch spot television campaign in 70 markets through end of year. Agency: Ted Bates & Co., N. Y.

*Continues on page 10*

# at deadline

## Tv Commercials on VTR Planned by Telestudios

PLANS to produce tv commercials on video tape by next spring revealed Friday by Telestudios Inc., New York production-testing studio [B•T, June 24]. Firm is floating 180,000 shares of class A capital stock through underwriting house, Joseph Mandell Co., at estimated price of $300,000 or $1.50 share (change into public corporation follows pattern set in June 1951 by TelePrompTer Corp. when it floated 49,000 shares at $5 a share). Monies will be used partly to finance VTR expansion. Two Ampex machines already ordered from Redwood City will cost Telestudios approximately $110,000, shipping and installation included. Telestudios head George K. Gould said his firm "will be first independent tv studio producing VTR commercials." and that he already has had negotiations with several major agencies. Though he also intends to go into VTR program packaging, Mr. Gould said he first will concentrate on tv commercials, then "look into" possibilities of mounting Ampex recorder on mobile unit to shoot background material for live dramatic programs.

## New MBS President Roberts Briefs Affiliates on Plans

MUTUAL network affiliates met their new president, Paul Roberts, via conference call Friday noon. Mr. Roberts, who takes over Aug. 7 as head of group that bought network Thursday (early story, page 42), promised "action" and invited affiliates to tell him what they think of service.

John B. Poor, outgoing Mutual president who remains with RKO Teleradio interests, introduced Mr. Roberts to affiliates. Mr. Poor voiced "complete confidence" in new management and predicted no fundamental changes in network were contemplated. He said new owners would retain network's format, based on news programming. "This is the basis on which we are affiliating," he said in explaining that RKO Teleradio-owned stations, not part of sale, would continue as affiliates.

## Radio vs Tv Test Planned

SCRUBBEE Products Inc., Newark, N. J., which has just completed national distribution of its Scrubbee pot scouring pad, after 18 months on market (mostly in East), plans testing radio vs television in three markets before deciding whether to invade 90 markets this fall with broadcast media—all spot. Sheldon-Fredericks Adv. Assoc., New York, Aug. 1 launches four weeks run in Cincinnati (two radio stations), Milwaukee (two tv stations, four radio stations) and Baltimore (three tv stations). Copy will ask listeners-viewers for consumer response.

## PLEASED, TRIES AGAIN

THOMAS LEEMING & Co., N. Y., in effect is announcing spot radio success story. It is doing so by placing orders, through William Esty & Co., N. Y., for minutes in approximately 200 markets for six-month campaign beginning in September. Products are Ben-Gay and Pacquin and Silk 'N' Satin hand preparations.

Less than year ago [B•T, Nov. 16, 1956], Leeming announced it would place entire advertising budget of both that company and Pacquin Inc. (both under same management) in spot radio in order to take advantage of spot's quickness in reaching prospects and its opportunities for merchandising at local level. Leeming's initial spot expenditure last year was budgeted at about $1 million but estimates place final allocation at nearly double that figure. Schedule was first use of spot by firms in 16 years.

## Toll Tv Clears Another Hurdle In Plans for Oceanside, Calif.

CITY ATTORNEY of Oceanside, Calif. (Los Angeles metropolitan area), has been instructed to draft nonexclusive franchise for closed circuit toll tv system, for presentation to next council meeting Aug. 14, in accordance with application of Tri City Tel Movie Corp. (subsidiary of Tel Movie Development Corp.), offering city 1% of gross revenues for franchise. Tel Movie plans to install telemeter equipment in homes in Oceanside and subsequently in other Southern California communities and to offer subscribers two-year contracts at four dollars monthly minimum fee for program service consisting primarily of feature motion pictures.

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## • BUSINESS BRIEFLY

*Continues from page 9*

**BELL SPECIALS ON NBC-TV** • Bell Telephone's one-hour specials—two were on CBS-TV last season *(Our Mr. Sun* and *Hemo The Magnificent)*—will be seen on NBC-TV next season. Four such Frank Capra presentations are slated, with first to be telecast in late October. All will be in color. Agency is N. W. Ayer & Son, N. Y.

**PLANS COOL WEATHER LINE UP** • Anti-freeze buying season gets underway at BBDO, N. Y., with four-week radio spot campaign Sept. 16 for E. I. DuPont de Nemours' Zerone and Zerex. Agency reportedly still looking for availabilities in northern section of U. S.

## PEOPLE

**EDMOND GRAY,** previously radio-tv commercial supervisor at Kenyon & Eckhardt, joins creative department of North Adv., Chicago, as head of broadcast production on all accounts.

**DAVID OFNER JR.,** formerly assistant advertising manager, Club Aluminum Products, appointed media merchandising manager at Foote, Cone & Belding, Chicago.

**NATHAN STONE,** MBS director of research, appointed to station relations staff of CBS-TV effective immediately.

**PHILIP H. SCHAFF Jr.,** elected vice president, Leo Burnett Co., Chicago, with responsibility for agency finances. He had been brand supervisor on Joy, Lava and Camay, Procter & Gamble products.

**OLIVER WARD,** formerly with KMOX St. Louis, appointed account executive in St. Louis office of John Blair & Co., station representative.

**DAVID C. MILAM,** formerly on sales staff of WRR Dallas, to Dallas radio sales staff of Avery-Knodel Inc., station representative.

## FCC Cites Deciding Factors In Ch. 7 Tv Grant to KIRO

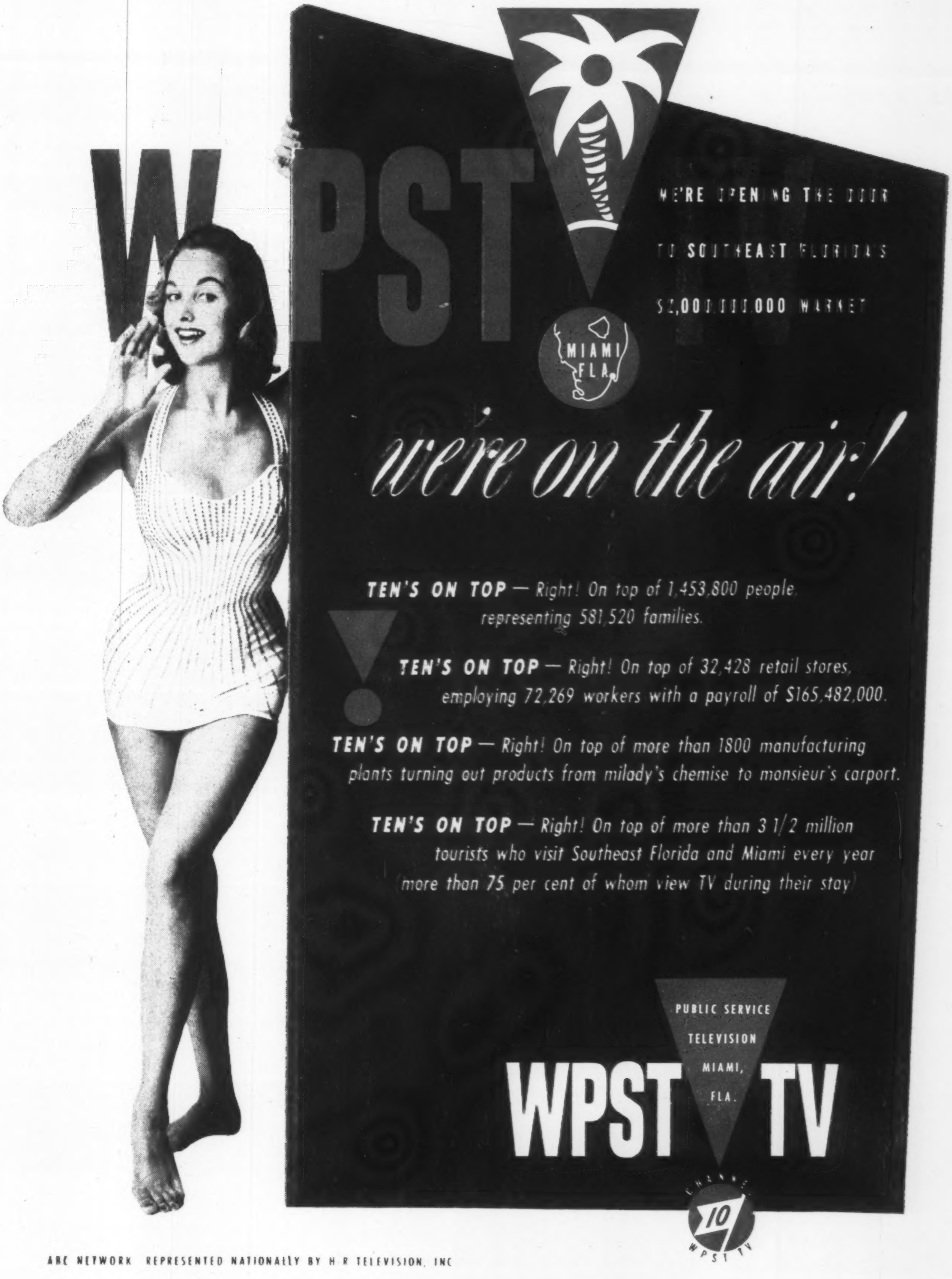
KIRO Seattle was chosen to receive grant of ch. 7 because it made the strongest showing "being equal or superior to the other applicants in all except civic activities." That is how FCC summed up final decision in Seattle ch. 7 hearing case, released Friday, which also denied competing applications by KXA and KYI, both Seattle (see page 60). Commission also concluded KIRO established "asserted superiority" in major degree on past broadcast record and in lesser degree on experience. Commission also found charges against majority KIRO owner Saul Haas made by other applicants (that he used influence to secure favorable stock purchase in what is now KIRO, that he threatened another station, that he edited pro-leftist newspaper) without support in record or of no significance.

## Appeals Court Refuses to Stay New Orleans-Jackson Decision

U. S. Court of Appeals, Washington, denied requests for stays against FCC grant of experimental operation on ch. 12 in New Orleans and move of transmitter site by WPST-TV Miami, Fla. (see page 64).

Two-judge court held that WJTV (TV) Jackson, Miss.—which objected to ch. 20 WJMR-TV New Orleans operating also on ch. 12 at same site (28 miles short of 190 mile minimum separation)—failed to show irreparable injury, but ruled that if circumstances change station could come back again for stay. Court failed to issue ruling on same request by KWTV (TV) Oklahoma City, applicant for ch. 12 New Orleans.

Ruling of same court on WKAT Miami Beach, Fla., stay motion simply denied request without reasons. WKAT claimed WPST-TV's financial picture had changed due to purchase of new transmitter site from Storer Broadcasting Co.



WPST

WE'RE OPENING THE DOOR

TO SOUTHEAST FLORIDA'S

$2,000,000,000 MARKET

MIAMI
FLA.

*we're on the air!*

**TEN'S ON TOP** — *Right! On top of 1,453,800 people, representing 581,520 families.*

**TEN'S ON TOP** — *Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.*

**TEN'S ON TOP** — *Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.*

**TEN'S ON TOP** — *Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay)*

PUBLIC SERVICE
TELEVISION
MIAMI,
FLA.

WPST TV

CHANNEL
10
WPST TV

ABC NETWORK REPRESENTED NATIONALLY BY H-R TELEVISION, INC

THE HIGHEST
TOWER
in
Eastern U.S.
(4th highest
in the world)
is being erected
right now at
Augusta, Ga.

1,292 feet tall
1,375 feet above
average terrain
1,677 feet above
sea level

will serve . . .
1½ million people

will cover . . .
more of S. C. than
any S. Carolina
station, PLUS . . .
more of Ga. than
any station outside
of Atlanta.

maximum power . . .
100,000 watts
low band VHF
NBC & ABC networks

WJBF
CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

## Borden Story Pleased Agency

EDITOR:

Thanks very much for the fine story on our Laurel and Hardy tv show for Borden's Hi-Lan Dairy [B•T, July 15]. We have had many comments on it already.

*Edward LaGrave Jr.*
*Truppe, LaGrave & Reynolds*
*Des Moines, Iowa*

## Another Tip of the Hat

EDITOR:

HATS OFF TO WESTINGHOUSE BROADCASTING CO. FOR HAVING THE COURAGE TO DO SOMETHING WITH FM [B•T, JULY 22].

*W. C. Florian*
*President*
*WNIB (FM) Chicago*

## Was General Manager of MBS

EDITOR:

The Mutual Broadcasting System story [B•T, July 15] was both interesting and lamentable.

Probably you can understand that pride or memory of the past prompts mention that my 10 years at Mutual were as general manager, and during that period, the network went coast to coast, secured the World Series and the fights.

*Fred Weber,*
*Vice President*
*WSTV-AM-TV Steubenville, Ohio*

**[EDITOR'S NOTE: Mr. Weber was erroneously listed as operations manager instead of general manager.]**

## Mr. Livesay Disagrees

EDITOR:

I read with interest your editorial, "Spectre of Chaos in Radio" [B•T, July 22]. Apparently you did not thoroughly read my statement before the Senate Subcommittee of the Foreign Relations Committee. Here are a few facts which I am sorry you did not bring out in your editorial.

Our foreign neighbors have very few "daytime only" stations while 40% of our am stations in the U. S. are daytimers. They have practically none on any of the U. S. I-A clear channel frequencies while we have 375 daytimers on the foreign I-A clear channels . . . (225 of these are on the seven Mexican I-A clear channel frequencies). Many of these 225 daytimers are in single station cities and communities that have no other local radio broadcast facility.

Our need for fixed and extended hours of operation is a public need as well as a common-sense approach to the operation of a business. There are hundreds of cities and communities across our nation which can have only sunup to sundown radio broadcast service locally because of "man-made" rules and standards which are basically the same as they were 25 years ago.

. . . According to your editorial, you would have us sell these 225 daytimers down the river along with the local needs of their respective communities for a treaty with Mexico that is much more restrictive than the NARBA treaty negotiated in 1950 and which the Daytime Broadcasters Assn. is not opposing even though we do not fully approve of all the NARBA terms.

I do not recall any editorials in your magazine calling the clear channel interests "obstructionists" when they opposed the ratification of NARBA before the Senate Foreign Relations Committee in 1953.

We have no objection to the Senate going ahead and ratifying NARBA now. We do feel though that they should hold up the Mexican Broadcast Agreement until the objectionable clauses can be renegotiated and a satisfactory agreement worked out.

I understand that Comr. Hyde sought full nighttime operation by the U. S. on Mexican clear channels but our request is for much less than full time. Actually 5 a.m. to 7 p.m. hours get into nighttime only for a few hours during a few winter months. This was not even proposed to the Mexicans.

I was rather alarmed when I read in your editorial:

> "The daytimers should not look to Mexico or to any other nation for relief. So far, they have blocked ratification of a treaty gravely important to the welfare of U. S. radio. If they persist, they will have no chance of getting favorable consideration from the FCC for increased hours on domestic channels. There is no real assurance they will get all they want even if they withdraw their treaty opposition, but certainly a cooperative attitude will place them in a better posture with the FCC and all other broadcasters than an all-out effort to scuttle the NARBA agreement."

Apparently, you have information from some reliable source to make such a vindictive statement, inferring that the FCC, a regulatory agency of our Federal government, might exact reprisals in their decision on our case requesting fixed hours of operation because we have sincerely exercised our constitutional rights and privileges in a democracy. This seems to me to be an insult on the integrity of our FCC.

*Ray Livesay*
*Chairman, Board of Directors*
*Daytime Broadcasters Assn.*
*Mattoon, Ill.*

## Mr. Lindberg Agrees

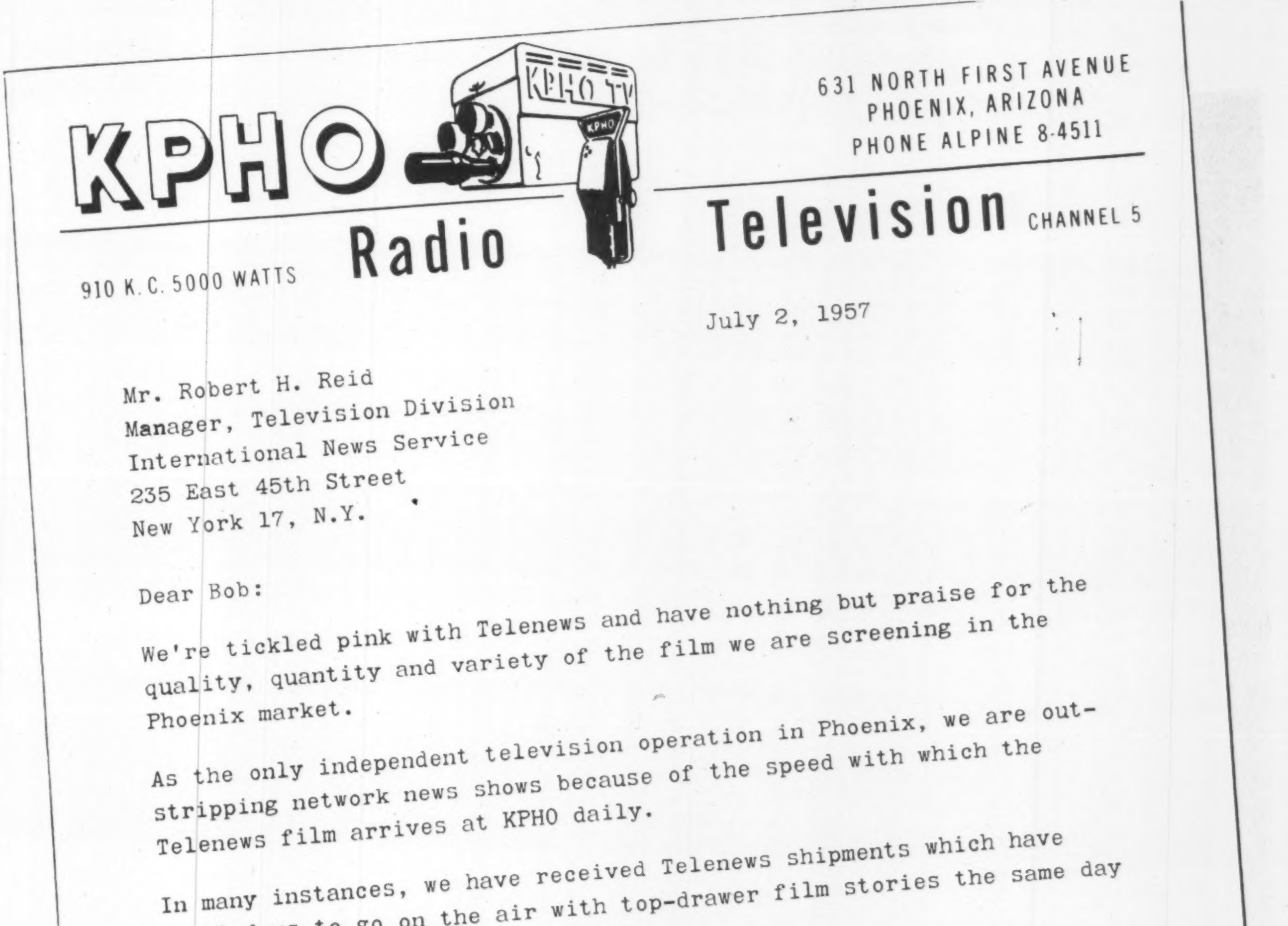
EDITOR:

Your editorial "Spectre of Chaos in Radio" [B•T, July 22] was excellent. You support approval of the pending NARBA and U. S.-Mexican agreement because it is in the best overall interest of broadcasting in this country. I agree completely and I am so advising Sen. Fulbright of the Senate Foreign Relations Committee.

As you know, I am the principal owner of WPIK, 730 kc, Alexandria, Va., a daytime-only station since 1945. We operate on a Mexican clear channel and as a result must limit our operation to daytime hours.

We want extended hours of operation as much as any daytime-only station. The

# What a top radio-TV station thinks of INS-TELENEWS



KPHO Radio

KPHO TV

631 NORTH FIRST AVENUE
PHOENIX, ARIZONA
PHONE ALPINE 8-4511

Television CHANNEL 5

910 K.C. 5000 WATTS

July 2, 1957

Mr. Robert H. Reid
Manager, Television Division
International News Service
235 East 45th Street
New York 17, N.Y.

Dear Bob:

We're tickled pink with Telenews and have nothing but praise for the quality, quantity and variety of the film we are screening in the Phoenix market.

As the only independent television operation in Phoenix, we are outstripping network news shows because of the speed with which the Telenews film arrives at KPHO daily.

In many instances, we have received Telenews shipments which have enabled us to go on the air with top-drawer film stories the same day they were live on network newscasts.

Telenews is providing us with a constant flow of international and national news as well as interesting feature footage that is building a solid foundation of prestige under our news operations.

The quality of the film, from the standpoint of clarity, scene structure and sound is excellent and superior to all other film services I have ever been in contact with.

I consider Telenews an absolute "must" in our present TV operations.

Best regards.

Sincerely,

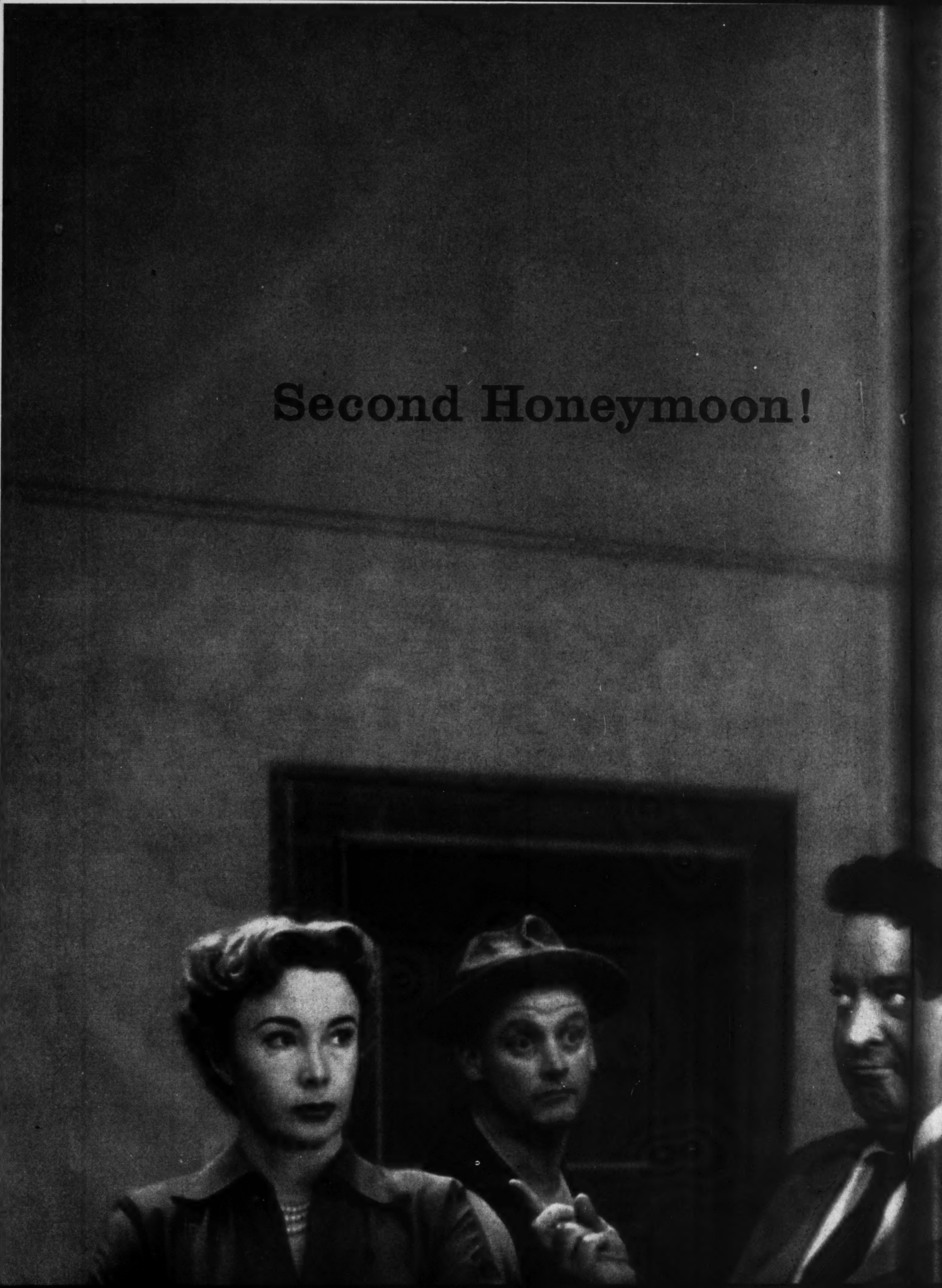
Johnny

Johnny Green
News Editor

JG:em

# International News Service

Exclusive distributors of Telenews newsfilm services produced by Hearst Metrotone News, Inc.



Second Honeymoon!

Better than ever, those scrap-happy HONEYMOONERS, Jackie Gleason and Audrey Meadows with Art Carney, are now available on a syndicated basis. "The perfect mating of script and cast"*... THE HONEYMOONERS is marital mayhem at its funniest. Throughout its run** on the CBS Television Network THE HONEYMOONERS was one of television's top-rated programs, with a 28.5 Nielsen average audience rating and a 45.2 share of audience—putting this half-hour series in the top spot in its time period. With 39 hilarious half-hours for sale, THE HONEYMOONERS will keep audiences roaring and cash registers ringing, with each episode in the life and strife of Ralph and Alice Kramden. Just call CBS Television Film Sales for complete details.

**CBS TELEVISION FILM SALES, INC.**

"...the best film programs for all stations"

---

*Vari

**Oct. '55-Jun

MINUTE STAKE

Whether you know it or not, you've got a stake in *minutes*. You can tell your sales story so much better in TV minutes. (Ask any sales manager).

We've talked to lots of big, active advertisers lately who need *time*...time to explain, inform, demonstrate and *sell*. That's how KTTV got into the minute business.

Advertisers who want well-rated, top quality minutes in Southern California can now buy:

**"FIRST SHOW"**
**and**
**"SECOND SHOW"**

Five nights a week, Southern California viewers will see a big, well-known MGM film taken from their recently released library. They'll be seeing big pictures like *Red Dust, Mrs. Miniver, Tortilla Flat* and big stars like *Gable, Tracy, Harlow, Garland, Lamarr, Hepburn*...all the big names that made MGM and great movies.

KTTV will show the same film *twice each night*, beginning at 10:15 so that viewers who are a few minutes late getting a seat can see the film in its entirety on the Second Show.

You can buy a minute in the *First Show* for $500, in the *Second Show* for $200 or in both for $600 (prices slightly higher west of Thursday).

Get the story from your KTTV Minute Man. He has a complete assortment of bright, shiny, new 60-second availabilities.

***Look to KTTV when minutes count***

KTTV
Los Angeles Times-MGM
Television
*Represented nationally by* BLAIR-TV

U. S.-Mexican agreement now before the Senate does not provide for this extended operation for WPIK, or other stations using Mexican clear channels. The agreement does, however, contain advantages of enormous importance to United States broadcasting, including protection from foreign interference which can only be secured through effective international agreement.

Under the circumstances, it is my judgment that the best interest of the United States would be served by approval of the agreement, even though it may not provide all that some stations (including WPIK) would desire.

I was an industry adviser on the U. S. delegation that negotiated the agreement. As a result, I had an opportunity to see the negotiations develop on a day-to-day basis. I am satisfied that this is the best agreement that could be obtained, that Mexico would not agree to our extended operation by daytime-only stations on Mexican clears and that the many advantages of the agreement greatly outweigh its disadvantages.

I am aware that the Daytime Broadcasters Assn. has objected because of the absence of a provision for operation by daytime-only stations beyond daytime hours. There are a number of reasons why I differ sharply with DBA. Daytime-only stations are not exclusively on Mexican clear channels. A majority of daytime-only stations operate on frequencies which are also assigned to fulltime stations in the U. S. Until the FCC, through proper rulemaking involving these latter channels, can determine that the effects of interference to other U. S. stations from extended operation of daytime-only stations will be offset by the advantages, international considerations do not become important.

If the Commission should decide that domestic policy would be best served by an extension of the hours of operation of daytime stations, it can then negotiate with other interested countries on the international problems presented. I believe that daytime stations would stand a far better chance of success at both the domestic and international levels if they did not bear the blame of having scuttled international agreements upon which the whole broadcasting industry must depend for protection from foreign interference. Whatever negotiations may be required can best be conducted if international conditions are stabilized.

Let me repeat that I want additional hours for WPIK and other daytime stations. I feel strongly that the Commission should take all practicable steps to bring this about. I do not, however, believe that this can be best accomplished by fighting the interest of the industry as a whole in securing a stable domestic situation.

Incidentally, I have never seen a statement of how many daytime-only stations on Mexican clears are members of the Daytime Broadcasters Assn. which opposes the U. S.-Mexico Agreement. How many are there?

*Carl L. Lindberg*
*President*
*WPIK Alexandria, Va.*

# EDMUND PURDOM

stars in a
new and exciting
romantic adventure

# "Sword of Freedom"

## FOR FIRST RUN SYNDICATION

Edmund Purdom, known to millions as the star of such great films as THE EGYPTIAN, THE PRODIGAL, THE STUDENT PRINCE and JULIUS CAESAR, now appears in his greatest role as MARCO — foe of the Medici and the Borgias!

*ARTIST — painting the beautiful Florentine women*

*PATRIOT — fighting for a free Republic of Florence*

*LOVER — wooing the loveliest woman of Renaissance Italy*

**SOLD!**
**NEW YORK, LOS ANGELES,**
**WASHINGTON, D.C.**
*for top market availabilities*
*call "the man from Official"*

Moving with the swiftness of a sword-thrust from the pages of history, this thrilling new series is set against the background of Europe's most dramatic era — the Italian Renaissance — marked by men like Michelangelo, the Medicis, the Borgias. This unusual and exciting production has been created for a discriminating audience. Your product will appear in a prestige showcase that offers unlimited exploitation. Make Sword of Freedom your basic sales tool for Fall.

*produced by the makers of ROBIN HOOD!*

**OFFICIAL FILMS INC.**
25 West 45th Street • New York 36, New York
PLaza 7-0100

**REPRESENTATIVES IN:**
Beverly Hills • Chicago
Dallas • San Francisco
St. Louis • Boston
Minneapolis • Atlanta
Philadelphia

*for your budget . . .*

**WCUE IS NO.1 IN AKRON**

**Between 8 AM and 5 PM daily, WCUE delivers more listeners for your ad dollar than any other Akron station. (In all other periods, just a gnat's whisker away from first.)***

**See your JEPCO Man for details or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.**

* *Cost per thousand study based on Pulse, April 1957.*

**The ELLIOT STATIONS**
*great independents · good neighbors*
TIM ELLIOT, President
Akron, Ohio - **WCUE** / **WICE** - Providence, R. I.
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*Reg. U. S. Patent Office

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# YOUNG & RUBICAM, INC.

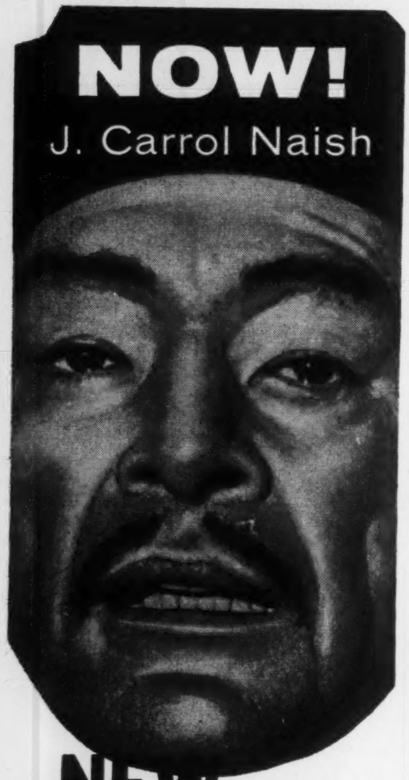
*Advertising*

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON

It makes a happy sound when millions of people all over the country click on their TV sets to watch your show.

And it's an even happier situation when these viewers "tune in on" your sales message.

If you've made your *salesmanship* as compelling as your *showmanship*, viewers will not only react favorably—they'll go out and *buy*.



NOW!
J. Carrol Naish

The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

*Television Programs of America, Inc.*
488 Madison Ave., N. Y. 22 • PLaza 5-2100

## FRED WARING SHOW

AS summer replacement for the vacationing *Garry Moore Show,* the durable Mr. Waring, assisted by assorted vocalists, instrumentalists and his well-known chorus, provides pleasant hot weather diversion for the busy housewife and other stay-at-homers. Mr. Waring uses the basic approach he has applied in radio and television for oh, so many years: friendly banter with his crew, plus renditions of old-time favorite songs and ballads by the chorus and vocalists.

The program originates from the 1,000-acre Shawnee Inn and Country Club, located in the foothills of the Pocono Mountains, 90 miles from New York. Mr. Waring is the owner of the resort hotel and the program is not ungenerous in naming the origination spot of the telecast. In fact, in order to telecast from the site, CBS-TV had to install four cameras there to cover the interior and exterior location of the grounds; 5,000 feet of microphone cable; 2,000 feet of video cable for monitors and 2,000 feet of AC cable for power units. This effort on the part of the network is justified. Though the *Fred Waring Show* is by no means a "show-stopper," it is easy on the ears, eyes and nerves during the hot summer spell.

*Production Costs: $3,500 per quarter hour (Monday through Thursday programs are 30 minutes, Friday show 90 minutes).*
*Telecast on participating advertiser basis on CBS-TV, Mon.Thurs., 10-10:30 a.m. EDT; Fri. 10-11:30 a.m. EDT.*
*Cast: Poley McClintock, Gordon Goodman, Bob Sands and others.*
*Producer: Mr. Waring.*
*Co-Directors: Clarence Schimmel, Mel Ferber.*

## SEZ WHO?

YES, Virginia, there is a Santa Claus. And he appears to be making his rounds in July with a panel-quiz show that doesn't excite listeners to nervous prostration with offers of partnership in Fort Knox. Nor is the audience brought to the headache and earache stage with countless glittering wheels that will send the undernourished school teacher on to fame in the next plateau.

The show is CBS Radio's *Sez Who?* and it's presided over by a man without an isolation booth, Henry Morgan. His panel includes glib Joey Adams of the night club circuit, Gypsy Rose Lee, whose eyebrow-lifting quips may cause a short circuit, and John Henry Faulk, who has a wide-open-spaces accent that is too professional.

The panel is fed recorded voices (*e.g.,* Babe Ruth and Lou Gehrig in an off-season vaudeville skit, Bobby Breen singing at age eight, Enrico Caruso doing the vocals at a Liberty Bond drive in World War I) and then asked to identify them. Each "no" answer earns $5 for the listener who suggested the voice.

In presiding over the panel, Henry Morgan often dispenses with the niceties associated with panel m.c.s. According to Joey Adams, he "rules with an iron head."

It all makes *Sez Who?* a good 30 minutes of fast verbal repartee, as can be expected anytime Henry Morgan has a hand in the doings.

*Production costs: Approximately $7,500.*
*Sponsored by Cowles Publications (for* Look *magazine), through McCann-Erickson, every other week with alternate weeks sustaining on CBS Radio, Sun., July 14, 7-7:30 p.m. EDT.*
*Produced by: Frank Cooper Assoc. in cooperation with CBS.*
*Created by: Sidney Resnick.*
*Executive producer: Bill Cooper.*
*Director: Dick Stenta.*

## SEEN & HEARD

**The telecast debate** last Tuesday night on the civil rights legislation before Congress deserves two votes of recognition. One is to NBC-TV which preempted commercial time to bring this special in *The Big Issue* series. Too often, this programming is consigned to the commercially unused Sunday afternoon slots. The other vote is due Lawrence Spivak in pitting Sens. Richard Russell (D-Ga.) and John McClellan (D-Ark.) against Sens. Paul Douglas (D-Ill.) and Jacob Javits (R-N. Y.) in a program that underscored electronic journalism's value as a news medium.

## COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

### CBS-TV

Colorcasting schedule cancelled for summer.

### NBC-TV

**July 29-Aug. 2, Aug. 5-7** (1:30-2:30 p.m.) *Club 60,* participating sponsors.

**July 29-Aug. 2, Aug. 5-7** (3-4 p.m.) *Matinee Theatre,* participating sponsors.

**July 29, Aug. 5** (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

**July 31, Aug. 7** (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

**Aug. 1** (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

**Aug. 3** (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

**Aug. 4** (4:30-5 p.m.) *Zoo Parade,* sustaining.

**Aug. 4** (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

*Radio's Greatest Success Story!*

# * PRC'S TOWERING TWINS NOW TOP 2 MIGHTY MARKETS

## FIRST... KAKC

## NO. 1 in TULSA, Oklahoma

***They said it couldn't happen!*** But nine months ago, *Public Radio Corporation lit the fuse in Tulsa . . . and KAKC zoomed to the top in ratings in a few short weeks!

Now, for 9 consecutive months, KAKC has held top position in Tulsa . . . far and away ahead of other stations in every Hooper and every Pulse rating.

And KAKC is still gaining. Your message on KAKC reaches more and more listeners . . . more than on any competing station, and more every day and every night!

## NOW... KIOA

## NO. 1 in DES MOINES, Iowa

***Now it's happened again!*** Three months ago, PRC ventured into Des Moines . . . took over powerful KIOA and gave it the "Tulsa treatment" . . . new talent, new fast-moving music and news programming.

In less than a month, KIOA sky-rocketed to the top . . . soared from fifth to FIRST PLACE among all Des Moines stations . . . and first by a wide, wide, margin!

Now, it's KIOA that delivers more buyers in the big Des Moines market than any other two stations combined!

***No giveaways, no gimmicks . . . just the music and news the public wants!***

**TULSA HOOPER RADIO AUDIENCE INDEX**
MAY-JUNE, 1957
*Share of Radio Audience — Monday through Friday*

| | 7:00 A.M. — 12:00 NOON | 12:00 NOON — 6:00 P.M. |
|---|---|---|
| **Independent Station KAKC** | 33.8 | 45.0 |
| Independent Station "B" | 19.6 | 15.8 |
| Network Station "C" | 15.3 | 14.9 |
| Network Station "D" | 12.3 | 9.2 |
| Independent Station "E" | 9.2 | 11.0 |
| Network Station "F" | 5.4 | 3.5 |

**DES MOINES HOOPER RADIO AUDIENCE INDEX**
MAY-JUNE, 1957
*Share of Radio Audience — Monday through Friday*

| | 7:00 A.M. — 12:00 NOON | 12:00 NOON — 6:00 P.M. |
|---|---|---|
| **Station KIOA** | 41.8 | 42.2 |
| Network Station "B" | 22.9 | 26.1 |
| Independent Station "C" | 10.0 | 6.5 |
| Network Station "D" | 9.7 | 6.0 |
| Independent Station "E" | 6.9 | 8.1 |
| Network Station "F" | 6.2 | 8.6 |

## NO. 1 ALL THE TIME, MORNING, AFTERNOON & NIGHT

Take a new look at Tulsa and Des Moines. Put the TOP radio stations on top in YOUR advertising plans.

## * PUBLIC RADIO CORPORATION

LESTER KAMIN, *President* • JOHN H. PACE, *Executive Vice-President and General Manager*

• • •

**Station KAKC**
**970 KC • 1,000 WATTS**
**TULSA, OKLAHOMA**

***Get the NEW facts from***
***H-R REPRESENTATIVES***

**The new KIOA**
**940 KC • 10,000 WATTS**
**DES MOINES, IOWA**

# Important

**WILLIAM C. DEKKER**
**Vice President**
**McCann-Erickson, Inc., New York City**

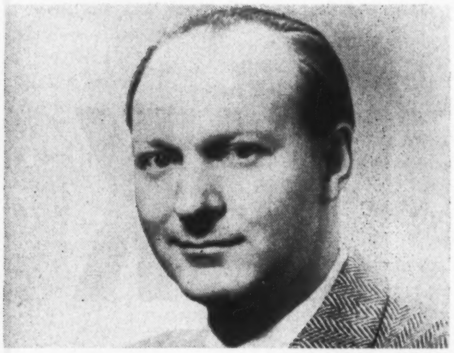
*"Our membership in the Audit Bureau of Circulations speaks for our belief and confidence in that organization. We are happy that Broadcasting•Telecasting elected to join the ranks."*

**FRANK COULTER, JR.**
**Associate Director, Media Relations**
**Young & Rubicam, Inc., New York**

***"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers . . . (the reader) can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job. Since A.B.C. audits only paid circulation, this becomes an important measure of reader response."***

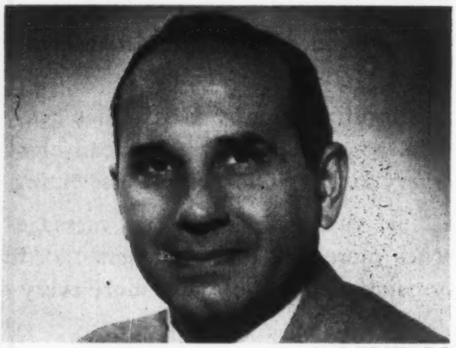
**JAMES LUCE**
**Associate Media Director**
**J. Walter Thompson**

***"Paid circulation, as measured by A.B.C., is the only measurement of reader interest and reader responsiveness. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind A.B.C. and it's the sound way to buy space."***



**FRANK KEMP**
**Vice President and Media Director**
**Compton Advertising, New York**

***"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."***



**A. C. DEPIERRO**
**Vice President, Director of Media**
**Lennen & Newell, Inc., New York**

*"Helping to eliminate the guess-work from media buying through your membership in Audit Bureau of Circulations is a significant benefit to advertisers and their agencies. Audit Bureau of Circulations reports are a vital part of our every day working tools and we commend you for adding your publication to the impressive list of Bureau Members."*

**DR. E. L. DECKINGER**
**Vice President, Charge of Media Strategy**
**Grey Advertising Agency, Inc.**

*"A.B.C. reports are to the agency space buyer what a law library is to the attorney—indispensable for the efficient exercise of his professional function. Paid circulation is a vital dimension in the measurement of publication acceptance. We who grew up in the era of A.B.C. find it hard to understand how advertising even managed to function without it."*

# Media Buyers Rely on Audit Bureau of Circulations

## *B•T is the only magazine in the vertical radio-tv field with membership in the Audit Bureau of Circulations*

Here's a cross-section of media buyers—and what they say about the Audit Bureau of Circulations. Their remarks were stimulated by Broadcasting-Telecasting's admission to A. B. C. last year.

B•T has the largest *paid* circulation in its field. B•T distributed more *paid* circulation in four months than all others in the field combined distribute in a year.

There's no abracadabra to Audit Bureau audits. It is a standard of measurement of PAID circulation. The rules were written by advertisers and agencies. B•T has met them, alone in its field.

BROADCASTING
TELECASTING
26th YEAR
THE BUSINESSWEEKLY OF RADIO AND TELEVISION
NOVEMBER 15, 1954
35¢ PER COPY

**Executive and Publication Headquarters**
**B•T Building, 1735 DeSales St., N. W.**
**Washington 6, D. C.**

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

| NEW YORK | CHICAGO | HOLLYWOOD |
|---|---|---|
| 444 Madison | 360 N. Michigan | 6253 Hollywood Blvd. |
| Plaza 5-8355 | Central 6-4115 | Hollywood 3-8181 |

CASE HISTORY—
LISTENERS

**EVERY DAY OF THE YEAR** produces success stories for *listeners* as well as advertisers on KBIG, as Mrs. Helen M. Sparks (left above) and Mrs. Esther Bodge will testify.

**SHOWN AT THE PEAK OF THEIR TOUR** of the Dole pineapple factory on their free Honolulu vacation as guests of KBIG, these Corona housewives typify the thousands of Southern Californians who have become even warmer friends of the Catalina Station through winning its daily Big Trip Contest over the past two years.

**KBIG SENDS DELIGHTED COUPLES,** expense-free, to Honolulu and Acapulco every month; to Las Vegas and Santa Barbara every week; to an evening of dinner dancing and top floor show entertainment at the Hollywood Moulin Rouge every day. Jaunts from the mainland to Catalina and daily merchandise awards supplement the regular prizes.

**EACH KBIG HOURLY 5-MINUTE NEWSCAST** is climaxed with the announcement of the prize winners of the day . . . a constant tune-in incentive for all station advertisers, and a very special attention-holding plus for news sponsors. Your KBIG or Weed representative has the full story on a few award-winning news strips still available for sale.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

**JOHN POOLE BROADCASTING CO.**
6540 Sunset Blvd., Los Angeles 28, California
*Telephone: HOllywood 3-3205*
**Nat. Rep. WEED and Company**

# OUR RESPECTS

## *to Edward Huhner Weiss*

AS A recognized student of the social sciences, Edward H. Weiss shrugs off any suggestion that he and his agency have gone overboard on "depth-probing" in the subterranean waters of consumer motivations the past nine years. Unless such motivation research directly feeds a "vigorous, fresh, new creative idea, it fails," in his opinion. "Some people sell 'MR'; I use it," he observes.

As president of the Chicago agency bearing his name and oriented to his convictions, Mr. Weiss describes motivation research as the inevitable extension of human behavior study to advertising, as "common sense intuitively applied." It will, in time, find its proper niche as a marketing tool, its role dependent on "the skill and creative ability of diagnosis-minded advertising people who know how to use it"—the agency's creative team.

"Depth" studies and creativity go hand in hand at the medium-sized Weiss agency. The results seem to qualify Mr. Weiss as a bona fide MR diagnostician-practitioner. Reorganizing early last year, his agency (formerly Weiss & Geller) bounced back in billings after losing its $6.5 million Toni Co. account—roughly half its business. Today, billings run in excess of $15 million, about half derived from broadcast media and the bulk of that in television, primarily network tv.

Mr. Weiss is articulate about radio-tv, particularly commercials (whose impact MR tends to soften). Tv is important as "the only vehicle that can handle simultaneously, on the same program, multiple products of a single advertiser. Network tv is made to order for their development and exploitation." Among other Weiss-MR-oriented concepts: tv commercials should fit the emotional climate of the program format; even highly-rated, effective network tv properties (like *Treasure Hunt* and *Dollar a Second* for Mogen David Wine Co.) should be dropped after two or three years for other shows to reach different buyer segments; some top 10 tv programs don't sell products because the shows and commercials are not in harmony.

Of radio he says: ". . . effective for weekend and early-morning, especially network radio. . . . Radio will come back farther to the degree it becomes more creative and fresh . . ."

Edward Huhner Weiss traces his interest in MR to 1947—and his birth to March 22, 1901, in Chicago. Graduated with a bachelor of philosophy degree from the U. of Chicago in 1922, he joined H. W. Kastor & Sons Adv. Co. and in 1924 helped form Pickus & Weiss agency with Morris Pickus. In 1928 be became vice president of Critchfield & Co. and in 1932 of Henri, Hurst & McDonald Inc., leaving in 1938 to found Weiss & Geller. Mr. Weiss and Max Geller separated in 1943, and each maintained his own agency with the same name—one in Chicago, one in New York—until Weiss & Geller became Edward H. Weiss & Co. in December 1956.

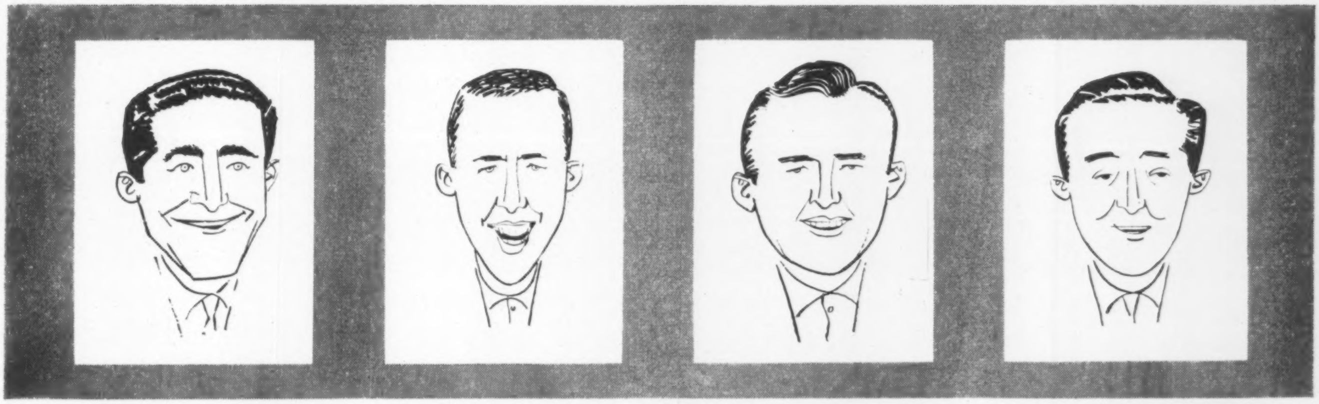
THE Weiss social science approach has been utilized for such clients as the former Toni account (the agency named the Deep Magic cleansing lotion product, designed the package, set marketing strategy, devised advertising-merchandising plans and helped determine the product's physical characteristics), Purex Corp. (Old Dutch cleanser was reborn as New Blue Dutch cleanser and a new brand image was conceived for Sweetheart soap), and Mogen David Wine Co.

Results from MR have been intriguing, judging by one sample. Depth studies for Mogen David wine led to three copy themes ("A taste of the good old days"; "The home-sweet-home wine," and "Wine like Grandma used to make") and replacement of a mystery show with a panel series on tv. (Purex is using a less emotional commercial approach to mysteries on CBS-TV's *Perry Mason Show* this fall.)

Under Mr. Weiss' leadership, his agency handles several active broadcasting accounts. Last spring, three (Purex, Mogen David wine and Helene Curtis) sewed up the CBS-TV fall Saturday, 7:30-9:30 p.m. block on alternate weeks in an $8 million deal [AT DEADLINE, May 27]. Among active radio-tv clients are Mogen David (over $2 million), Helene Curtis (several products, $2 million), College Inn Foods ($200,000), Corina Div. of General Cigar Co. (over $100,000), Purex Corp. (including Manhattan Div.'s Sweetheart soap, Blue Dutch, $1.7 million), and Sealy Inc. (over $700,000), Carling Brewing Co. (Stag beer), plus 18 other broadcast or non radio-tv accounts

Mr. Weiss married the former Ruth Wingerhoff in 1938. They have a son, James, 15, and live in Chicago. A prominent lecturer, Mr. Weiss is a patron of the arts and avid painter (his works have been displayed in New York and Chicago). He collects books (one of which is Vance Packard's *The Hidden Persuaders;* his reaction: Such studies [MR] are intended, not to seduce customers, but to provide what consumers really want; so creative advertising effort is based, not on whims and gimmicks, but on understanding).

# WANTED



"BOBBIN' WITH ROBIN" THE JOE VAN SHOW THE FRANK SIMS SHOW "BATES' BANDSTAND"

# WKMH Disc Jockeys

## ...By Radio Advertisers All Over The Country!

These men are armed . . . armed with the most effective "listener-landing" weapon in the Detroit area—MUSIC! They spin it . . . AND they spin sales magic for you, because WKMH disc jockeys consistently play the favorite music for every taste—for every age group. So join the manhunt—be on the lookout for WKMH disc jockeys. It's a CRIME to miss out on their power in the huge Detroit market.

# REWARD:

## The Lion's Share of the 10-Billion Dollar Michigan Market!

**SAVE UP TO 15%**

**WKMH**
Dearborn—Detroit

**WKMF**
Flint, Mich.

**WKHM**
Jackson, Mich.

**WSAM**
Saginaw, Mich.

**WELL**
Battle Creek, Mich.

**BY USING 2 OR MORE KNORR STATIONS**

Buy 4 or 5 Stations
**SAVE 15%**

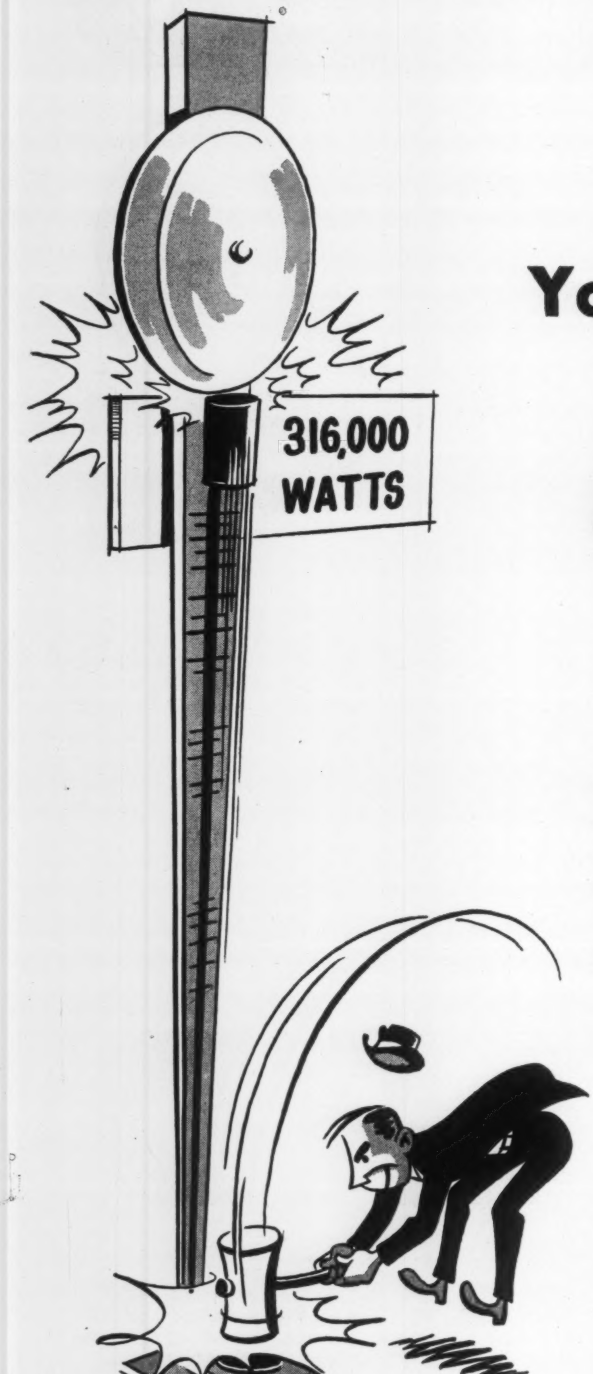
Buy Any 3 Stations
**SAVE 10%**

Buy Any 2 Stations
**SAVE 5%**

WKMH
RADIO HUB OF THE MOTOR CITY

**KNORR BROADCASTING CORP.**

**FRED A. KNORR, PRES.** • *Represented by Headley-Reed*



# You 'Ring the Bell' with

# KTHV

## Channel 11

## LITTLE ROCK

KTHV's 316,000 watts carry our programs to *most* of Arkansas. But *maximum power* is only one of *eight* reasons why KTHV is your best television buy in this State!

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *Highest Antenna in Central South (1756' above average terrain!)*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Your Branham man has *all* the details. Ask him!

CBS **316,000 Watts ............... Channel** 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

**AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT**

BROADCASTING
TELECASTING

Vol. 53, No. 5 JULY 29, 1957

# CAN A FEW AGENCIES MONOPOLIZE TV?

- General Foods, Bristol-Myers join to share 52-week spots
- Deal, engineered by Benton & Bowles, sews up prime times
- Critics fear trend toward concentrated control of spot tv

AN apparently unprecedented buying maneuver had the television advertising business in a turmoil last week. Advertisers, agencies and stations were simmering over a $5.2 million, 52-week "partnership" campaign in which, through Benton & Bowles, Bristol-Myers is alternating with General Foods in a heavy ID spot schedule in prime tv time, in effect giving General Foods a hiatus but enabling it to hold onto its premium positions.

Harshest critics contended that the deal was tantamount to time-brokering and, if it became a precedent, could lead to concentration of the control of prime spot time in the hands of as few as three agencies.

Supporters—notably Benton & Bowles—defended the plan, denied that time brokerage was involved, and cited co- and alternate-sponsorships in network television as precedents for such an arrangement in spot.

The stations generally didn't like it, but most were reported to be going along with it in one form or another—many of them apparently out of a feeling of necessity.

Other advertisers didn't like it—or didn't like to see another advertiser getting the jump on them. Many were reported to have approached their own agencies already about similar deals, and they could be counted on to demand the same sort of arrangement if this precedent-setting tactic succeeds.

Agencies reacted in much the same fashion as advertisers, displeased that two advertisers were getting an advantage that had been denied to their own clients and sure, for the most part, that they would be forced to seek similar deals whenever a suitable occasion arises in the future.

In addition, officials of at least two large agencies criticized the principle of the plan.

One, branding the arrangement "awful," voiced the fear that if the practice gained a foothold "it would be possible for three big agencies—literally—to get a stranglehold on all the prime spot time in all of the really important markets."

Another, Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh, put it up to stations directly in a letter asking for their "official" policy on such matters.

"We can readily understand the motives behind this technique but question its validity," he wrote. "With this precedent any agency might take the position that it could order prime nighttime announcements on your station on a firm 52-week basis in the name of any active television account and then offer these times not only to other clients of record, but literally to offer them on the open market. This would be a most unfortunate development for the industry."

Station representatives seemed somewhat divided, although most of those reached by B•T were opposed, some of them vehemently.

Critics among the reps challenged the plan as (1) no better than time-brokering (2) a usurpation of the rep's selling function, and (3) a move that will make it even harder to sell non-prime time.

At the other extreme, the head of at least one major representation firm took the position that, overall, the deal probably was for tv's good. He reasoned that it probably kept television from losing money to other media, on the ground that General Foods otherwise would have felt compelled either to cut back or to divert money to other media. By finding a "partner," this representative felt, General Foods also gave stations a sizeable 52-week ID contract at a time when good ID contracts are hard to come by.

Officials of Benton & Bowles defended the plan with equal vigor. They denied that it involved time-brokering. They had cleared it in advance with their lawyers, they said, and stations were free to do the same with their own legal counsel.

Moreover, they contended, the partnership arrangement is little different from a practice that has become standard in network television—co-sponsorship.

The number of stations involved was estimated at about 100. Benton & Bowles authorities declined to give the exact figure, but they said acceptances had been "very favorable." They acknowledged there had been objections—not so much on the time brokerage charge, however, as on the fear of the stations that they were giving General Foods unequal treatment which they wouldn't be able to match for their other advertisers.

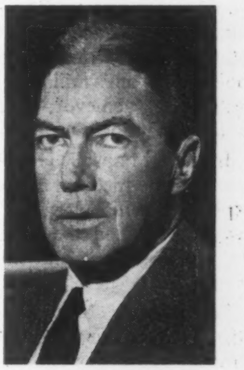
Their principal answer to the objections, they said, was that Instant Maxwell House has put more than $20 million into nighttime ID's alone in the past four years and should be due some consideration. They also cited co-sponsorship and alternate-sponsorship techniques in network and local sales as precedents.

The Benton & Bowles offer, sent out by Michael J. Donovan, vice president and associate media director, in a letter to stations on June 10, in brief was this:

Benton & Bowles had accepted a "special spot tv assignment" from Bristol-Myers (whose principal regular agencies are BBDO,

**ONE MAN'S MEAT . . .**

Rival views over the shared spot sponsorship plan are exemplified by Michael J. Donovan (l), vice president and associate media director of Benton & Bowles, and Newman F. McEvoy (r), senior vice president and media director of Cunningham & Walsh. Mr. Donovan, who set up the deal for GF and B-M, sees nothing wrong with it. Mr. McEvoy thinks that precedent deal sets is "unfortunate."



**HAVE** top hat, will travel . . . and so they did, debonairly taking their clients with them. The occasion: the move of Mottl-Siteman, Los Angeles, to larger offices at 291 South La Cienega Blvd., Beverly Hills. Spearheading the move (l to r): C. A. Mottl, partner, E. F. Baltz, account executive and I. L. Siteman, partner.

Young & Rubicam and Doherty, Clifford, Steers & Shenfield). In the past, the General Foods coffees have used other GF products as "partners" in their heavy use of nighttime ID's, but because of changes in marketing strategy the other brands are not available as "partners" this year.

Accordingly, Instant Maxwell House would be forced to (1) reduce weekly frequency; (2) cancel and try to buy back later, risking loss of prime positions "which took years and millions of dollars of investment to achieve"; (3) find a co-sponsor, or (4) "abandon the medium entirely."

Instant Maxwell House didn't want to abandon the medium entirely, Mr. Donovan explained in his letter, because such a move "would result in the denial to the brands, the known values and impact that spot tv affords."

"However," Mr. Donovan continued, "these values are relative to the degree that effective frequency can be achieved over the total available audience, and this frequency should have the most level distribution possible. The control of this distribution is only possible through the maintenance of a carefully selected franchise of evening announcements."

He summarized the plan thus:

"Our proposition has as its base the use by General Foods of 36 weeks of high-frequency tv ID announcements over a 52-week period (in flights of three or four weeks) at an annual cost of over $3.6 million. Bristol-Myers as the co-sponsor plans to use the same type of tv for 16 weeks (again in flights of three or four weeks by product) over 52 weeks at an annual investment of over $1.6 million. The total investment of the two advertisers amounts to over $5.2 million."

Mr. Donovan said: "We are prepared to establish whatever arrangements are deemed necessary by the various stations involved to facilitate this procedure," and suggested the following "for you to choose from":

"1. Accept a 52-week order retroactive to April 1, 1957, for both General Foods and Bristol-Myers. It will be necessary that our two-week cancellation privilege prevail for both advertisers; however, only to be exercised if good and substantial reason dictates. We repeat that the current full intent of both advertisers is to continue using this medium in the form and degree as indicated above.

"2. Arrange for transfers of the list each time as the schedule change indicates.

"3. In the event of a competitive conflict, during a Bristol-Myers flight, then another non-competitive Bristol-Myers product or Instant Maxwell House coffee will sustain the announcement."

He made clear that "both the Bristol-Myers and General Foods schedules will seek separate levels of discount and operate by separate contracts, etc. We are convinced that our procedure is not in any way illegal or unfair in practice. . . .

"We sincerely appreciate your cooperation to date and hope that you will continue to realize the requirements of both General Foods and Bristol-Myers for maintaining intact this high quality spot franchise which we have developed over the years."

Mr. Donovan also told the stations in his letter: "We are facing the realization that spot announcement tv advertising is not really as flexible as it is sold to be. It seems that unless an advertiser is a 52-week user, his opportunity for appreciating better value for his investment is limited. Despite all this, announcements within a given time classification are priced identically regardless of the audience potential, yet each announcement is sold according to its ability to draw a certain audience as indicated by the various rating services . . . .

"You must agree that either of these advertisers (General Foods and Bristol-Myers) surely represent very significant forces in the spot industry. As a result, we believe that their marketing needs and plans for using the spot tv medium should receive adequate consideration in the industry."

Although most of the stations are taking the co-sponsored campaign, many of them imposed conditions of their own—designed, as one expressed it, to "combine ethics with sound business practices." A number for instance, treat the termination of a flight by one advertiser as a cancellation and the start of a flight by the other advertiser as a new order, and after a "cancellation" they offer the spots to existing advertisers before accepting the "new order."

Bristol-Myers is expected to use its spots primarily for Ban deodorant (BBDO), but some were designated for Ipana toothpaste (DCS&S) and Bufferin (Y&R).

It was understood that Bristol-Myers' agencies of record receive their usual commissions, less a service fee to Benton & Bowles for handling the campaign.

The timing of the Benton & Bowles offer to stations couldn't have been better from B&B's standpoint, observers agree. It came in June, traditionally a slow spot month and at a time when IDs were moving especially slowly. Psychologically, stations were predisposed to accept such a big chunk of business and less inclined to turn it down on principle.

But if any doubt existed as to whether the practice might spread, the queries that stations and reps have been getting from other agencies would seem to answer the question with a decisive affirmative.

The letter sent to stations last week by Cunningham & Walsh's Mr. McEvoy was cited as typical of many agencies' reactions. In his letter, sent last Monday, Mr. McEvoy asked for "(A) your official policy regarding the ordering of spot schedules more than 30 days in advance of the initial broadcasts, and (B) your official position regarding the hiatus period available to spot advertisers on your station."

He asked this, he made clear, because of (1) the General Foods and Bristol-Myers deal and (2) the fact that a year ago "our request for a summer hiatus for one of our clients was denied by the vast majority of stations." The General Foods-Bristol-Myers deal, he continued, "marks the first time in our experience where a 36-week advertiser has been allowed to recapture spot time periods. In effect, they have successfully secured a hiatus and have confirmed orders for time more than 30 days in advance of their return to the air."

He concluded: "Inasmuch as there are many spot advertisers with seasonal campaigns that could be interlocked into a continuous 'franchise' schedule, we are most curious as to your position on this change in industry practice."

# COSMETICS PAINT WIDE SWATH ON TV

## Firms to spend $50 million; Factor buy highlights increased activity

COSMETIC manufacturers will paint a $50 million smile on television next season.

Signs of a definite upswing of such product buys on tv were highlighted last week as Max Factor & Co., Hollywood, picked the *Guy Mitchell Show* as its newest vehicle on ABC-TV starting in the fall. The cosmetics firm appears headed for increased spending in the visual medium.

Factor, which last calendar year spent $5.6 million (or 50% of its budget in television (12 months spot, 3 months network tv with NBC-TV's *Noah's Ark*, then *Panic*), next season is expected to spend roughly $8 million in tv, or 75% of the budget. It not only is sponsoring two network shows and several syndicated films in approximately seven markets, but reportedly will hike its tv spot announcement budget considerably, especially in cities where it feels network program reaction could be higher. Last year, Doyle Dane Bernbach spent $2 million in spot; Anderson-McConnell Adv., Los Angeles, agency on Factor pharmaceutical accounts, spent $1.8 million in spot. The *Noah's Ark-Panic* Tuesday evening strip cost Factor roughly $1.8 million last season. (Its newest agency, Guild, Bascom & Bonfigli, San Francisco, hasn't as yet gotten into the tv act so far as expenditures are concerned, having only been appointed earlier this month.)

Ironically, by signing for General Artists Corp.'s Mitchell package, which will be seen in the Monday 8-8:30 p.m. time slot ordered on ABC-TV by Anderson-McConnell earlier this month [CLOSED CIRCUIT, July 15], Factor has come to the aid of its number one rival, Revlon Inc. Revlon originally had purchased the entire Mitchell show, then asked ABC-TV to relieve it of half after it signed for Desilu's *Walter Winchell File*, finally asked to drop the Mitchell show altogether after taking a good, hard look at its budget [B•T, July 8]. Had Factor not agreed to pick up the Mitchell series (originally scheduled for Saturday 10-10:30 p.m.), Revlon would have been obligated to sponsor the singer. For ABC-TV, the signing of Factor insures that network full sponsorship for the Monday series; had it not been able to do so, it would have had only 50% sponsorship of the show. On the other hand, this leaves ABC with a 30-minute Saturday night period to fill and sell.

Revlon's fall lineup now will be limited to the two $64,000 programs—*Question* and *Challenge*—and the Winchell series. Its contract for CBS-TV's *20th Century-Fox Hour* (now alternating with U. S. Steel Corp.'s *U. S. Steel Hour*) expires at the end of September; thereafter, U. S. Steel will alternate with Armstrong Cork Co. and its *Armstrong Circle Theatre*. George Abrams, Revlon's vice president in charge of advertising, told B•T last week that Revlon now is "set" for the fall season, and will not add new shows as had been reported earlier. Revlon's exit from the Mitchell musical deprives Emil Mogul Co.—designated "agency of record" on the Mitchell show—of the billing it had hoped to gain to offset the loss of the Monarch Wine Co. (Manischewitz) account [B•T, July 22].

Factor last year sponsored only one network show—and that on an alternating basis (with Liggett & Myers Tobacco Co.). It now sponsors three summer programs at an estimated cost of $1.3 million and will spend an unspecified amount on two regular network shows this fall, the once-a-week Mitchell program and a new alternate-week musical series. The summer programs: *Those Whiting Girls* (alternating with General Foods Corp.) on CBS-TV, Monday, 9-9:30 p.m.; *Masquerade Party* (alternating with Associated Products Inc. deodorants) on NBC-TV, Wednesday, 8-8:30 p.m., and *Panic* (alternating with L&M) on Tuesday, 8-8:30 p.m. (the $1.3 million takes into consideration the networks' summer discount structures). Agencies: Anderson-McConnell for the first two (Sebb dandruff remover, Curl Control permanent), Doyle Dane Bernbach (Hi Fi, Erace, Pan Cake, Pan Stik) for the latter.

Additionally, Factor this summer is placing something like $3.5 million worth of spot in tv (including both announcements and the syndicated film series), with emphasis on spot being placed by Anderson-McConnell which has most of the hair preparations that seem to sell best in the summer.

In lieu of *Panic* originally scheduled for Saturday, 9-9:30 p.m. on NBC-TV next season, Factor and Chesterfields will sponsor an as-yet-untitled musical series starring Dean Martin (for Chesterfields) and Polly Bergen (for Factor). The cosmetics firm will continue with its syndicated film series, most if not all placed through both the Los Angeles and New York offices of Doyle Dane Bernbach.

As the cosmetics industry continues to boom, television booms, too, as the medium in which to sell lipsticks, make-up, deodorants and related products.

According to statistics compiled by the Toilet Goods Assn., the cosmetics industry experienced a 10.8% increase in retail sales for 1956, bringing them to "a new record high" of $1.3 billion. Department store figures (with only those stores with a $2-$5 million volume per year sales or more reporting) show that toiletries department sales were up 7% in 1956 over 1955. This breakdown is compiled annually by the National Retail Dry Goods Assn.

Raymond Spector, head of Hazel Bishop Inc. and its house agency, Raymond Spector Co., New York, who only a year and a half ago launched a one-man attack against NBC-TV, saying television failed to do what he had expected it to do, appears to have undergone a radical change of mind. His firm will spend $6 million gross on that network next fall on such programs as *Manhunt* (with American Tobacco Co.) the *Jane Wyman Theatre* (with Quaker Oats), and a revised Ted Mack's *Amateur Hour*. Additionally Hazel Bishop may plan to stick with the well-rated country music singer, Jimmy Dean, now on CBS-TV Saturday nights, and it also may expand its current once-a-week sponsorship (with Brown & Williamson To-

**ACTIVITY**

### HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week July 6-13. This is how they spent their time:*

| | | | | |
|---|---|---|---|---|
| 54.0% | (66,401,000) | spent | 1,085.4 million hours | WATCHING TELEVISION |
| 59.2% | (72,795,000) | spent | 1,221.4 million hours | LISTENING TO RADIO |
| 80.8% | (99,355,000) | spent | 382.5 million hours | READING NEWSPAPERS |
| 27.1% | (33,323,000) | spent | 155.5 million hours | READING MAGAZINES |
| 24.5% | (30,126,000) | spent | 400.3 million hours | WATCHING MOVIES ON TV |
| 45.6% | (56,101,000) | spent | 236.6 million hours | ATTENDING MOVIES |

**These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.**

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

**ALL THE WAY:** *In recent weeks radio listening first crept up on tv viewership, then passed it in number of people but not in hours. In this report radio tops tv in both respects. The per-day per capita: radio 2 hours 24 minutes, tv 2 hours 21 minutes.*

bacco) of the Douglas Edwards CBS-TV newscasts, which on Friday serves Bishop as a lead-in to its *Beat the Clock* audience participation show.

Helene Curtis Industries, now on CBS-TV with three programs—*What's My Line?* with Remington-Rand, *The Gale Storm Show* with Nestle's, and *SRO Playhouse* with Whitehall Pharmacal—will pick up that network's new British-made situation comedy, *Dick And The Duchess* in the Saturday 8:30-9 p.m. slot, alternating with Wine Corp. of America. This was one of the shows screened, then turned down, by Lever Bros. and Shulton Inc. for the Tuesday 8:30-9 p.m. slot. Shulton, by virtue of its alternating sponsorship of the *Eve Arden Show*, will spend over $3 million in network tv, also will step up spot broadcasting [B•T, July 8].

A stronger contender for the "tv buck" so far as spending it goes is Chesebrough-Pond's, which will be a good NBC-TV customer with program sponsorship and participation on *The Bob Cummings Show, It Could Be You, The Price Is Right, Matinee* and *Comedy Time*. It currently is on ABC-TV's *Cheyenne-Conflict* series with General Electric Co. but will drop out this fall.

Other cosmetic firms preparing to step up their use of television this year are Lanolin Plus (on NBC-TV), John H. Breck (part sponsorship of the new Shirley Temple-Henry Jaffe-Screen Gems fairy tale specs on NBC-TV), Bourjois Inc. (its largest tv spot campaign, in 110 markets, plus NBC-TV's new Arlene Francis show). Harriet Hubbard Ayer Div. of Nestle-LeMur is increasing spot, as is Charles Antell (with Screencraft's *Judge Roy Bean* series). Bymart-Tintair is interested in sponsoring post-1948 theatrical films; Park & Tilford will make "quantitative" use of spot for its newly-enlarged cosmetics line; J. B. Williams Co. likes network tv, occasionally buys "relief sponsorships," e.g. *Phil Silvers Show;* Lady Esther Div. of Chemway Corp., Lehn & Fink (Hinds Honey Almond cream), George W. Luft Co. (Tangee lipsticks), and Maybelline Co., to name but a few, are all looking to increase spot. Heavy spot users but still abstaining from network are Coty Inc. ("Hello . . . I'm the Coty Girl") and Avon Products, whose "Avon calling" spots merely prepare the way for the door-to-door Avon salesmen.

Perfumeries, though low on air media budgets, also are re-evaluating strategy. Lanvin Parfums, heretofore a sporadic tv advertiser (it gets a tremendous amount of use out of "giving away" Lanvin as prizes on tv shows) last election year purchased an NBC-TV o&o lineup for the WRCA-TV New York originated *Citizens Union Searchlight*, has shown signs of wanting to make more use of tv and was reported earlier this summer to have been among the negotiators (Revlon Inc. being another) for the post-1948 United Artists Corp. film package.

But perfumes are not "mass-consumer items," and should importers take a closer look at broadcasting, as Chanel Inc. is reportedly now doing with a projected two-city test campaign, they will find that it will pay to "go selective." This reportedly is one of the sales pitches being made by Sylvester L. (Pat) Weaver Jr.'s Program Services organization.

There's no doubt in agency circles that a thorough selling job is in order for some of the smaller cosmetics firms, many which have so far resisted the blandishments of broadcasters and have stuck to print.

But no selling job is needed for those toiletries manufacturers whose cosmetic line represents just a part of their enterprises. Firms such as Bristol-Myers (Trushay, Vitalis, Sentry), Andrew Jergens Co. (Woodbury), Gillette Co. (Toni Div.), Colgate-Palmolive (Skin-Mist), and Lever Bros. (which declares its Dove to be a beauty-aid, not a mere soap) have made very heavy use of television in the past for their other products, have found tv the happy medium and need no convincing.

## Filter Tip Tareyton Plans Tv Spot Drive in 7 Markets

FILTER TIP Tareyton in about three weeks will begin its first national spot tv campaign.

The lineup of markets includes 14 stations in seven top markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Detroit and Dallas-Fort Worth. Initial buys are for 13 weeks but the purchasing may be extended.

The cigarette advertiser is in the American Tobacco Co. family (Lucky Strike, Filter Tip Tareyton, Herbert Tareyton, Pall Mall and Hit Parade cigarettes, as well as cigar and tobacco brands).

Filter Tip Tareyton had a taste of tv about two years ago when the cigarette was introduced. At that time, some cut-ins were used in Lucky Strike network programs. The brand also has been associated with a local program in New York during the baseball season.

Primarily, however, the advertiser has placed its money in magazines and newspapers (it was learned that some of the national spot money will come from the magazine allocation).

In its campaign, the advertiser will use minute and 20-second spots with an average schedule of 10-12 spots per week on primarily network stations.

Filter Tip Tareyton also cleared prime availabilities, it's understood, in both nighttime and daytime time periods. While details were lacking on the amount of budgeting, it was reported the advertiser would allocate some $250,000 for the 13 weeks. If the campaign is satisfactory, the advertiser will run the spots on a continuing basis.

Lawrence C. Gumbinner Adv., New York, is the agency.

## BBDO's Big Fall Tv Plans

BBDO, New York, has announced it is going to have its biggest season in nighttime network television this fall with 20 programs weekly, three more than the 1956-57 schedule. Seven programs are new to tv and 13 will be renewals. The weekly schedule will include one 90-minute program, two hour programs, 14 half-hour programs and three advertisers doing a series of specials.

## Wolf to Set Up Radio-Tv Unit At Burke Dowling Adams Inc.

BURKE DOWLING ADAMS Inc., New York, Atlanta and Montclair, N. J., this week will take its first step toward the establishment of a regular radio-tv department by setting up the agency's first official timebuying section. Heretofore, all timebuying has been handled through the media department under James Daly.

Joining the agency this Thursday will be Alice J. Wolf, who left Grey Adv. two months ago and who served on J. Walter Thompson Co.'s timebuying staff between 1952 and 1956. Miss Wolf, though going over to BDA with the title of radio-tv timebuyer, is understood to be charged with setting up a full-fledged timebuying department. Also joining her in the buying end—though principally in print media—will be Eleanor Accles, formerly with Robert W. Orr & Assoc.

BDA last week announced the addition of three new creative personnel. They include Budd Fielding White, formerly with Foote, Cone & Belding, BBDO, Telenews Productions and Decca Records, who will serve as copywriter specializing in radio-tv-film activities. To work on BDA's industrial accounts, principally Studebaker-Packard Corp. and Mercedes-Benz of North America, the agency has hired Julian H. Apley, formerly with G. M. Basford, Cunningham & Walsh and Cockfield Brown & Co., Toronto. Charles J. Plume Jr., formerly art director at Erwin, Wasey & Co. and Doherty, Clifford, Steers & Shenfield, joins BDA in a similar capacity.

## Merger of LaRoche, Brooks Consummated in Los Angeles

MERGER of Brooks Adv. Agency, Hollywood, with C. J. LaRoche & Co., New York, has been completed, according to Chester J. LaRoche, board chairman. In the move, announced last month [B•T, June 17], LaRoche's west coast office has moved from Beverly Hills to 6269 Selma Ave., Hollywood.

The Bekins van and storage account, formerly handled by Brooks, as well as the Disneyland and Walt Disney Productions accounts, will be handled from the Hollywood office. Al R. Brooks, founder and owner of the Brooks Agency, has become a consultant and vice president of LaRoche. Carroll O'Meara, formerly manager of LaRoche's television-radio department in New York, will become manager of the Hollywood office and account executive on all three west coast accounts. Stuart D. Ludlum, a vice president of LaRoche, will direct activities of the west coast office, and Tom Lewis, a vice president, will serve as liaison between the two offices.

Other accounts handled by LaRoche include Lane Co., Melville Shoe Corp., New England Confectionery Co., North American Phillips Co., Peck & Peck, Revlon Inc., Royal McBee Corp., Sessions Clock Co., United States Tobacco Co., Van Raalte Co., Hiram Walker Inc. and Warner Bros. Co.

# TV NETWORK BUYS AND BUYERS

THE TOP 10 network advertisers in May remained the same, according to computations based on Publishers Information Bureau data. But each blue-chip, except for General Motors and General Foods, was spending more than in the previous month.

Standout climbers in May were American Home Products which moved from fifth place in April to third (spending more than $100,000 above the April pace), and Lever Bros. from eighth place in April to fifth in May. Lever increased its network investment about $400,000.

Compared to a year ago, General Motors shows up as the advertiser with the most radical change in its network tv purchasing. The automobile maker in May 1957 invested less than half of what it spent for the medium that same month a year ago.

A rundown on the other nine: six advertisers—Procter & Gamble, American Home Products, Lever, General Foods, Gillette and Ford Motor Co. —spent more this past May than they did in that month in 1956; Colgate-Palmolive and Chrysler invested less and R. J. Reynolds allocated only a shade under its total for May, 1956.

In May, the tv networks grossed $43,468,833, nearly $3 million more than for May 1956; for the January-May period network tv was nearly $5 million over the mark set for the five months last year.

In product categories, toiletries and toilet goods advertisers are making a strong bid for the top, with May totals coming within a half million dollars of food and food products, the usual product leader in network tv. For the January-May period, however, foods this year had a hefty $3.6 million lead on toiletries.

### TOP TEN ON TV NETWORKS
### MAY 1957

| | | |
|---|---|---|
| 1. | PROCTER & GAMBLE | $4,182,236 |
| 2. | COLGATE-PALMOLIVE | 1,805,398 |
| 3. | AMERICAN HOME PRODS. | 1,581,204 |
| 4. | CHRYSLER | 1,540,383 |
| 5. | LEVER BROS. | 1,479,398 |
| 6. | GENERAL FOODS | 1,406,845 |
| 7. | GILLETTE | 1,301,146 |
| 8. | FORD | 1,143,448 |
| 9. | R. J. REYNOLDS | 1,017,126 |
| 10. | GENERAL MOTORS | 915,296 |

### GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING MAY '57 AND JANUARY-MAY '57 AS COMPARED TO 1956

| | May '57 | Jan.-May '57 | May '56 | Jan.-May '56 |
|---|---|---|---|---|
| AGRICULTURE & FARMING | $ | $ | $ 62,159 | $ 261,546 |
| APPAREL, FOOTWEAR & ACCESS. | 352,131 | 1,685,106 | 208,191 | 1,305,147 |
| AUTOMOTIVE, AUTO EQUIP. & ACCESS. | 4,309,577 | 21,007,723 | 5,424,794 | 26,387,162 |
| BEER, WINE & LIQUOR | 733,175 | 3,107,838 | 580,993 | 2,804,189 |
| BUILDING MATERIALS, EQUIP. & FIXTURES | 650,539 | 2,376,754 | 408,660 | 1,571,034 |
| CONFECTIONERY & SOFT DRINKS | 499,467 | 2,855,890 | 893,862 | 4,436,237 |
| CONSUMER SERVICES | 375,627 | 1,891,461 | 267,951 | 690,526 |
| DRUGS & REMEDIES | 3,518,864 | 19,041,781 | 3,250,372 | 15,668,224 |
| FOOD & FOOD PRODUCTS | 8,794,570 | 43,033,148 | 7,261,592 | 36,381,425 |
| GASOLINE, LUBRICANTS & OTHER FUELS | 323,040 | 1,309,053 | 347,814 | 1,838,700 |
| HORTICULTURE | | 77,207 | 90,840 | 135,156 |
| HOUSEHOLD EQUIPMENT & SUPPLIES | 1,547,406 | 8,408,571 | 2,888,183 | 13,059,407 |
| HOUSEHOLD FURNISHINGS | 277,931 | 1,366,768 | 411,409 | 1,456,201 |
| INDUSTRIAL MATERIALS | 975,972 | 5,800,906 | 787,644 | 4,017,902 |
| INSURANCE | 578,476 | 2,786,468 | 351,155 | 1,842,616 |
| JEWELRY, OPTICAL GOODS & CAMERAS | 591,054 | 3,095,285 | 616,318 | 2,222,463 |
| OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES | 263,721 | 1,323,061 | 501,218 | 1,879,545 |
| POLITICAL | | | | 5,295 |
| PUBLISHING & MEDIA | 194,250 | 1,191,181 | 75,373 | 474,842 |
| RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCES. | 183,423 | 1,513,869 | 606,260 | 3,467,530 |
| SMOKING MATERIALS | 3,901,126 | 18,413,643 | 3,086,502 | 17,506,873 |
| SOAPS, CLEANSERS & POLISHES | 6,309,026 | 28,325,098 | 5,125,449 | 24,431,718 |
| SPORTING GOODS & TOYS | 151,227 | 370,032 | 119,108 | 309,048 |
| TOILETRIES & TOILET GOODS | 8,291,149 | 39,683,168 | 6,836,085 | 32,416,474 |
| TRAVEL, HOTELS & RESORTS | 214,295 | 651,884 | 42,210 | 229,740 |
| MISCELLANEOUS | 432,787 | 1,915,408 | 336,287 | 1,468,577 |
| TOTALS | 43,468,833 | 211,231,303 | 40,610,429 | 196,267,677 |

Source: Publishers Information Bureau

### LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MAY 1957

| | |
|---|---|
| | |
| BEST FOODS | $ 95,612 |
| CHRYSLER | 1,540,383 |
| JOSEPH SCHLITZ BREWING | 276,264 |
| DU PONT DE NEMOURS | 133,560 |
| AMERICAN CHICLE | 208,020 |
| AT&T | 263,493 |
| AMERICAN HOME PRODS. | 1,297,539 |
| GENERAL FOODS | 1,406,845 |
| GULF OIL | 296,390 |
| | |
| SCOTT PAPER | 366,670 |
| ARMSTRONG CORK | 182,290 |
| REYNOLDS METALS | 219,012 |
| PRUDENTIAL | 243,648 |
| EASTMAN KODAK | 215,790 |
| ROYAL MCBEE | 124,050 |
| | |
| TIME INC. | 194,250 |
| RCA | 82,821 |
| R. J. REYNOLDS TOBACCO | 1,017,126 |
| PROCTER & GAMBLE | 3,647,696 |
| OUTBOARD MARINE | 104,626 |
| GILLETTE | 1,301,146 |
| GREYHOUND | 142,810 |
| RALSTON PURINA | 110,922 |

# SWITCHERS: STAG, ACCENT, CURTIS

- **Agency winners: Weiss & Co., NL&B and one not yet named**
- **The losers: Erwin, Wasey; BBDO, and Earle Ludgin & Co.**

IT WAS moving day in the Midwest last week for beer, food and cosmetic accounts, with aggregate billings of nearly $5 million involved in these actions:

- Carling Brewing Co. appointed Edward H. Weiss & Co., Chicago, to handle advertising for its Stag Beer Div. account effective Oct 1. Estimated overall billings—$800,000-$900,000, with perhaps 33% heretofore in broadcast media.
- International Minerals & Chemicals Corp. chose Needham, Louis & Brorby Inc., Chicago, to handle its Accent (flavor-enhancing) product account effective immediately. Billings—$500,000-$800,000.
- Helene Curtis Industries was shopping for a new agency in the wake of its confirmation that Earle Ludgin & Co., Chicago, is relinquishing three of its accounts—Stopette deodorant, Spray Net hair spray and Lentheric products for men—effective Oct. 1. Estimated all billings—$3.3 million, with a substantial part in broadcast media, including network tv. (Curtis spent approximately $250,000 in spot tv in 1956 for all products.) Among network tv properties in which Ludgin held a stake were *Washington Square, What's My Line?* and (this fall) *SRO Playhouse*.

Curtis has not yet begun hearing presentations from other agencies although "several have expressed interest" in obtaining that part of its business, Richard Hirsch, assistant to Advertising Manager Jack K. Lipson, said Thursday. It was learned that Russel M. Seeds Co. was among the hopefuls on the basis of its past cosmetic experience with the Lanolin Plus account.

Curtis' other product lines are fairly evenly divided between two other agencies—Edward H. Weiss & Co. and Gordon Best Co., both Chicago. Together with products currently handled by Ludgin, they represent an aggregate of perhaps $9 million in media billings for Curtis, with a sizeable majority of that sum in broadcast media and much of that in network television. Weiss handles Enden shampoo, Lanolin Discovery, King's Men toiletries, and Tweed Soft Fragrance shampoo (Lentheric); Best Agency services Suave shampoos and Creme Rinse, with billings somewhat less than those for the Weiss agency.

Discussing the potential agency switch, Mr. Hirsch strongly intimated that another new agency would be selected, apart from Weiss and Best, to handle products given up by Ludgin. He declined to say, however, when Curtis would start hearing presentations, indicating preliminary plans were being deferred until key Curtis officials return from out of town. He also refused to discuss the reason for changing agencies.

Earle Ludgin, board chairman of the agency bearing his name, expressed surprise at the move and had said earlier: "We didn't resign the account; we were fired." Ludgin agency was notified of the action July 18.

Carling's appointment of Weiss for Stag Beer was announced Friday by Robert C. Garretson, its vice president in charge of advertising, in Cleveland. The account, which had been handled by Erwin, Wasey & Co., Chicago, is a regional advertiser with distribution in seven midwestern states—Indiana, Oklahoma, Missouri, Illinois, Arkansas, Iowa and Kansas. Stag Div. of Carling's is based in St. Louis and beer is produced in Belleville, Ill. Weiss previously had competed unsuccessfully for the Pabst Brewing Co. account, which went to Norman, Craig & Kummel from Leo Burnett Co.

Stag has been a substantial regional radio-tv client (primarily tv). Among other properties (and spot announcement schedules) it has sponsored Chicago Cubs broadcasts on the Midwest Baseball Network in Illinois (15 cities) for the past two years and picked up telecasts of the Cleveland Browns' pro football games over KTVI (TV) St. Louis.

The parent Carling Brewing Co. also spends heavily in tv, allocating $1,348,900 for spot (actually regional network) television during 1956. Of this sum $164,010 was set aside for Stag Beer.

Mr. Garretson reported that, in connection with its other agencies, Carling enlists agencies in regional areas to administer its Black Label Beer account, supervised through Lang, Fisher & Stashower, Cleveland. Those agencies not affected by the new switch, are Winius-Brandon Co.; Liller, Neal and Battle; Harold Cabot & Co., and Aitken-Kynett Co. Benton & Bowles handles its Red Cap Ale account.

Needham, Louis & Brorby Inc. inherits the Accent account from BBDO which had serviced it since 1950. With a modest budget ranging to $800,000, the Accent Div. of International Minerals had been sporadically active in network radio—on CBS' *Arthur Godfrey Time* and ABC's *Breakfast Club*.

The new agency will be responsible for overall advertising in three areas—retailing, institutional and food processing—for Accent, a monosodium glutumate product, according to an announcement to be made today (Monday) by International Minerals.

The Accent appointment does not affect International Minerals' remaining agency alignment, which consists of Compton Adv. Inc. (corporate advertising); C. Franklin Brown (phosphate minerals, potash industrial); Aubrey, Finlay, Marley & Hodgson (potash agricultural); Western Adv. Agency (plant food); Klau-Van Pietersom-Dunlap (feed phosphates). The parent firm with all

## WHAT WAS THAT NAME AGAIN?

"NEWCO," "Nucov," "Nooco," "Noops" and (finally) "Nucoa."

What do these words mean? The first four are misspelled as part of a two-week saturation campaign on radio and in newspapers by Best Foods Inc. (Nucoa) to make 15 million New York area residents "Nucoa-conscious" [CLOSED CIRCUIT, July 22].

One unusual facet to the campaign is a sky-writing gambit, starting today (Monday), in which the word "Nucoa" will be spelled incorrectly for the first four days and emerge as "Nucoa" this Friday. The "teaser" portion of the campaign started last Wednesday on nine New York area radio stations. It did not mention Nucoa but suggested that listeners start looking skyward today.

The campaign for Best Foods was devised by its agency, Guild, Bascom & Bonfigli, San Francisco, to help sell the margarine product in the New York area. Over a two-week period, including the "teaser" announcements, Best Foods will spend more than $25,000 on radio, covering 285 ten-second spot announcements and 282 one-minute announcements. The one-minute recorded spots will be carried this week and will be in the form of a talk between disc jockey Stan Freberg and Victor A. Dudley, a sign painter from North Hollywood, Calif., who was brought to New York as sky-writing expert for the campaign.

A sample of the recorded announcement to be carried on New York stations today goes:

Freberg: OK, you got it straight what we want you to do, Dudley?

Dudley: Yeah, Mr. Freberg, you want me to go up today over the city and skywrite a famous five-letter word.

Freberg: And that is . . .

Dudley: Nucoa.

Freberg: That's right. At 12 o'clock sharp. High noon. Know how to spell Nucoa?

Dudley: Yeah, I think so. N-U-C-O-A. Do you want me to write that Nucoa is a modern margarine, as different from old-fashioned margarines as a rocket ship is ——

Freberg: No, that won't be necessary.

Dudley: ———from a Pogo stick?

Freberg: Hold it, Dudley—I just want you to write Nucoa, N-U-C-O-A.

Today at noon, the sky writer writes the word "Noops" all over the city. Throughout the week until Friday, Mr. Freberg cajoles, needles, orders Mr. Dudley to spell Nucoa correctly and finally, on Friday, he will.

# Speaking of BARGAINS . . .

You get Iowa's TOP radio bargain when you buy WHO. *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED*!*

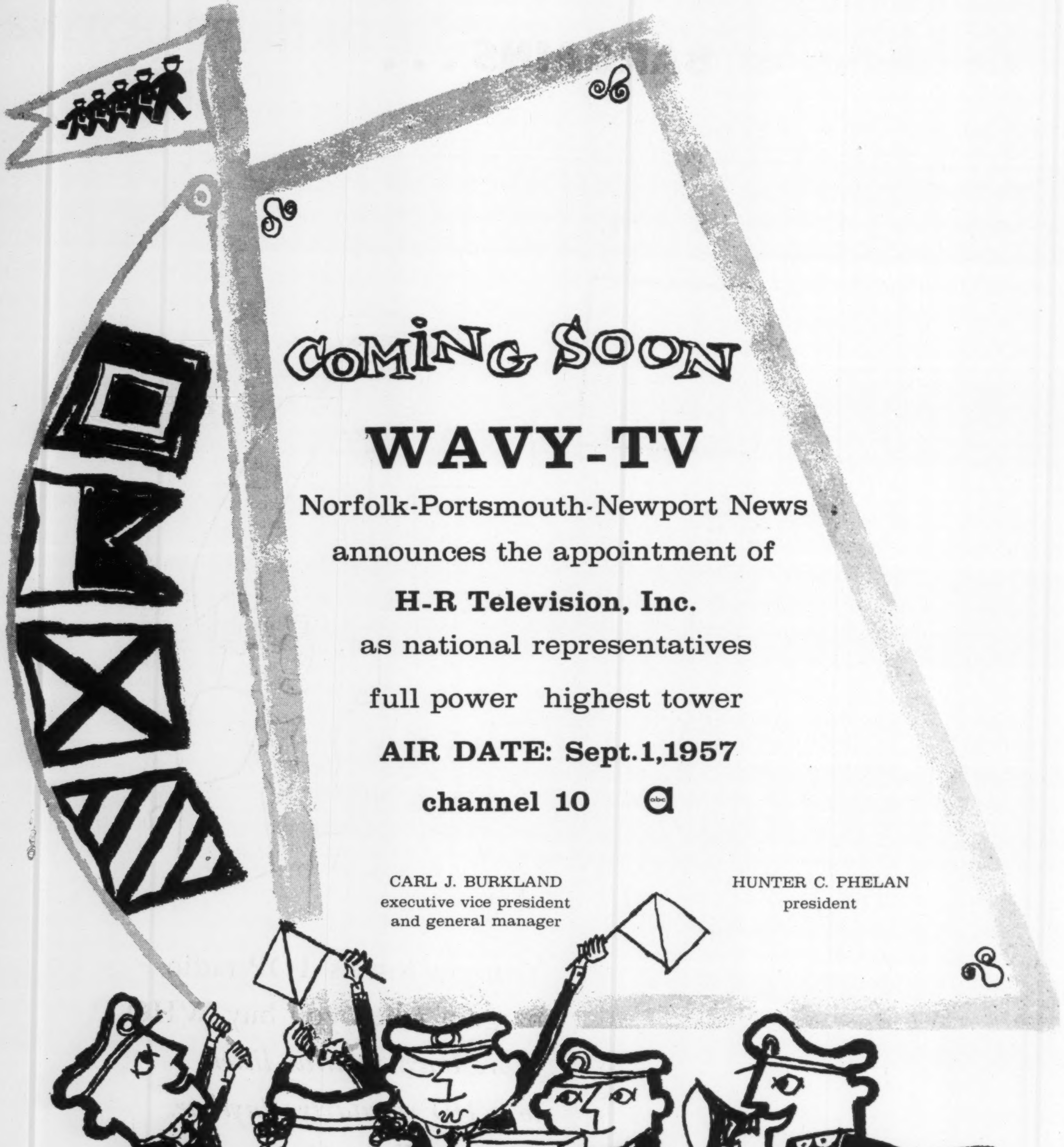
**Source: 1956 Iowa Radio Audience Survey*

**WHO**
**for Iowa PLUS!**
**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
*National Representatives*

**WHO** Radio is part of
Central Broadcasting Company,
which also owns and operates
**WHO-TV**, Des Moines
**WOC-TV**, Davenport



# COMING SOON

# WAVY-TV

Norfolk-Portsmouth-Newport News

announces the appointment of

**H-R Television, Inc.**

as national representatives

full power highest tower

**AIR DATE: Sept.1,1957**

**channel 10** abc

CARL J. BURKLAND
executive vice president
and general manager

HUNTER C. PHELAN
president

# TEXAS CO. PLANS NETWORK TV SPECIAL

- **Cost: $300,000-$400,000**
- **But firm won't drop tv spot**

THE TEXAS Co. is back in network tv with an estimated expenditure of $300,000-$400,000 (time and talent) already slated for a single, hour-long special show on NBC-TV set for September. And there may be more Texaco specials before the 1957-58 season is over.

A spokesman for the company last week revealed in New York, that:

- The petroleum firm is prepared to sponsor as many as six specials during the season if the initial telecast proves successful for Texaco's marketing and merchandising plans. On the basis of expected cost for the initial telecast, the six shows could run to at least a $2 million expenditure for time and talent.
- While this re-entry is a benchmark in Texaco's history of broadcast sponsorship (the Texas Co. has been a blue-chip pioneer advertiser in both network tv and network radio), there also is this fact: not a dime of the network investment will come out of Texaco's spot radio or spot tv budgets. (For the first quarter of this year, the Texas Co. spent $576,100 in spot tv, according to Television Bureau of Adv. figures.
- Though reports have circulated that the Texaco special would be the first in a series of "irregular" hour-long special programs, actually no more than one contract for a single show has been signed with NBC-TV. The advertiser, however, has options to schedule other such programs during the next season. As expressed by Texaco, this will "depend on the right talent, the right time and the right [marketing] season."

Texaco's network entry will be an hour-long colorcast to be titled Texaco Command Performance. It will be aired Sept. 19 (10-11 p.m.). The show will spotlight an outstanding performer, profiling the star's career by inviting personalities closely associated to the performer to make a "Texaco Command Performance." Henry Jaffe's new company, Coronet Productions, will produce the show.

The last time Texaco was associated with network tv was in the 1955-56 season when it sponsored a Saturday night weekly comedy series in which Jimmy Durante and Donald O'Connor were the performers alternating in the featured role. In the early days of tv, Texaco was associated with Milton Berle's weekly show. The advertiser was responsible for moving Mr. Berle from network radio (where it had sponsored him after a long-term association with Ed Wynn) to network television. Mr. Berle was featured in an hour-long comedy routine that soon became a video fixture.

Thus trained in many years of network sponsorship, Texaco is not limiting its budget to any specific figure, keeping it flexible. According to the advertiser, it is being realistic in view of "today's cost of tv." The company has been searching "for the right thing at the right price" for some time and does not feel it "left" the medium, but rather, withdrew for a year and a half until it could find a good vehicle.

"We do not consider that we have had any bad experiences with network television," a Texaco executive said. "Our agency came up with this program idea. We liked it and bought it." Texaco's agency is Cunningham & Walsh, New York.

Ever since Texaco withdrew from the network scene, it has been classified as a heavy spot user in both radio and television. Will spot now be thrown overboard to make room for network expenditures? Both the advertiser and agency quickly point up that Texaco's network budget is separate from its spot allocation.

Texaco officers explain that the network tv sponsorship will be financed through a "provisional" budget—that is, the firm was prepared for some time to spend this allocation on a network show once Texaco found one to suit its merchandising and marketing blueprint.

The Texas Co. has a continuing campaign (it buys in monthly spurts) in both radio and tv in 80-90 markets. Recently it initiated its "Tower of Power" spot theme. The firm already has ordered its radio spot schedule that starts in August. The continuing spot tv campaign, which takes a summer hiatus, is slated to begin again in the late fall.

Only last month, Texaco stunned spot radio by ordering nighttime periods, including Westinghouse Broadcasting Co.'s new "lateral programming" [B•T, June 24].

## RAB Cites Advertest Study On Radio Value to Drug Stores

RADIO is the most influential medium for advertising directed to drug store patrons. This is the primary conclusion drawn from a research project completed by Advertest Research Inc. for Radio Advertising Bureau and announced last week by Sherril Taylor, vice president and director of promotion for RAB.

The study claimed a considerably greater number of drug store customers are exposed to radio prior to shopping than are reached by any other advertising medium; drug store shoppers spend almost as much pre-shopping time with radio as with all other media combined; radio most often delivers the pre-shopping "last word"—and this tendency increases as shopping time approaches since automobile radio plays a significant role in delivering the final pre-shopping advertising impression.

RAB's study said more than 12,800 shoppers, approximately half of whom were male, were queried by Advertest at the point of purchase in a total of 12 stores located in four cities representing every geographical section of the country. Each of the test cities was selected on the basis of possessing high saturation of all advertising media, according to RAB. Respondents were chosen from among shoppers who had purchased one or more items from the following inventory categories—tobacco, proprietaries, cosmetics and toiletries.

## New Way to Rate Auto Radio Announced by Albuquerque Firm

MANAGEMENT Counselors & Assoc., Albuquerque, N. M., has established a marketing research division—Auto Radio Surveys —which has developed a technique for tracking the mobile audience. According to the announcement by Hugh Riker, owner of the firm, the division gathers data from cars in parking lots by looking at the radio dials in parked automobiles and checking where they are tuned.

The first Auto Radio Survey was made in Albuquerque in June and published there two weeks after completion. Mr. Riker believes that his firm is the first devoted exclusively to the automobile radio field, which, he says, constitutes more than 35% of the total radio audience.

MC-ARS in its first survey recorded radio dial readings for Bernalillo County, other counties and out-of-state cars. To allow for error in dial adjustment, each of seven Albuquerque stations covered was given four points leeway on the dial. A total of 727 automobiles were tabulated in 10 visits to one parking lot. Of that number, 566 had radios. Surveys were made at varying hours on nine days scattered through the month, and two surveys were taken on one day of the nine. Data and ratings are given for the total period and then broken down for individual survey periods. Information on car makes and dates also is included in the 15-page June report.

Officers of MC-ARS, in addition to Mr. Riker, president, are Sally Riker, secretary-treasurer; Maurice Hayes, Detroit, vice president, and the following associates: J. Douglas Edwards, Phoenix, Ariz., sales consultant, and James J. Calver, Ph. D., consulting psychologist.

## Stern, Walters & Jaster Changed

STERN, Walters & Jaster Inc., Chicago advertising agency handling electronic accounts, has changed its name to Stern, Walters & Simmons, with Martin Simmons appointed director and vice president of the firm. The agency also has moved to new quarters at 936 N. Michigan Ave. Mr. Simmons formerly headed his own company, Martin J. Simmons Adv. Stern, Walters & Jaster has been handling such accounts as Majestic International Corp. (Grundig-Majestic radios and phonographs), Wilcox-Gay Corp. (high fidelity tape recorders), Erin Lindgren & Assoc. (electronic shielded enclosures) and John Oster Mfg. Co. Gerald J. Stern is president and Lee J. Walters, executive vice president of the agency. Both also serve as radio-tv timebuyer and account executives.

## Minute Maid to Move in Fall

MINUTE MAID Corp. (orange, grape products) expects to complete its move from New York to Orlando, Fla., by Oct. 1, it was reported in Florida a fortnight ago. The firm has Florida groves that produce 3.8 million boxes of oranges a year. Through Ted Bates & Co., New York, Minute Maid last year placed nearly $2 million worth of tv spot.

# MONARCH FIRES BACK AT MOGUL

- **Winery's head denies firm will cut back radio and tv**
- **Reply follows Mogul remarks on switch to Gumbinner**

THE grapes that go into Manischewitz Concord medium dry wines turned to wrath last week as Manischewitz (Monarch Wine Co.) took issue with statements by Emil Mogul Co. over a switch of the major radio-tv advertising account to Lawrence C. Gumbinner Adv. effective Aug. 7.

Meyer H. Robinson, Monarch secretary-treasurer, reaffirmed Monarch's faith in radio-tv advertising and the wine company's plans to continue heavy expenditures in the broadcast media, although admitting copy strategy may be changed.

Reached at his vacation retreat in Maine, Mr. Robinson said some reports that the agency change indicated an abandonment of broadcast media in favor of print "are completely without foundation." He explained, "As a matter of fact, we will be back this fall with heavy campaigns in both radio and television. Our enormous sales increases over the last few years were accomplished primarily through our extensive use of both spot radio and tv. During this time our budgets have trebled; we have successfully introduced four new wines; we have completely repackaged our merchandise and we have substantially increased budgets for both point-of-sale materials and local print campaigns. We propose to further increase our volume in the future by continued, vigorous use of these successful marketing tools."

His remarks followed by one week a public statement issued by agency President Emil Mogul upon the departure from his shop of the $1.5 million Manischewitz wine account. In his statement, Mr. Mogul noted that while his agency added "many markets," introduced "new products" and "experienced media rate increases," Manischewitz' advertising budget "remained constant." Told of Mr. Robinson's remarks about trebling the budget, Mr. Mogul stuck to his guns and said his agency position had been made clear and the facts speak for themselves.

Although Mr. Mogul insisted last week that he and the client are "still on very good terms," the feeling seemed somewhat less than mutual. Mr. Robinson expressed shock over Mr. Mogul's public statement (which Mr. Mogul in turn said had been "cleared" with Gumbinner) and said Monarch was "disappointed" because its executives "had not even been contacted about the release." He felt it was a client's prerogative to announce termination of agency services.

Mr. Robinson also denied that separation came over disagreement on strategy. He said the account left "over a difference in outlook on creativity." He denied that radio-tv would be curtailed and felt such reports had hurt the wine company's "heretofore excellent relationship" with many radio-tv stations (Manischewitz places campaigns in approximately 103 markets).

Mogul and Manischewitz also disagreed sharply about another factor in the case: a long, clinical analysis of the client's marketing-merchandising techniques compiled by motivational researcher James M. Vicary. This report, said to urge a new copy approach, was looked upon by Mogul officials as "the trigger" that set off the explosion. Ironically, the "Vicary Report" is understood to contain very little that could be construed as detrimental to the agency's media strategy and creativity by either client or agency.

Mr. Robinson dismissed as "absurd" Mr. Mogul's contention that the "Vicary Report" triggered the account switch, but said that to detail the report's findings "would be like giving our competitors tens of thousands of dollars worth of free research." Both Gumbinner and Vicary officials likewise declined to spell out the contents of the report. Mr. Vicary, a 42-year-old psychologist who is principally known for his work in helping manufacturers solve corporate problems, for example, aiding Socony-Vacuum to find its new Socony-Mobil name, felt Manischewitz had ordered a confidential report (estimated price: $15,000) and reported he intended to "keep it confidential."

Although Manischewitz officials emphasized that the report showed Americans have —thanks to radio-tv—a fabulous listener-viewer awareness of the product, Vicary researchers reportedly found something wanting in the copy approach.

According to Sumner Wyman, Gumbinner merchandising director, all this is just a tempest in the wine vat. He says Manischewitz' total budget will be increased somewhat to accommodate enlarged print media expenditures, but maintains that in keeping with Manischewitz' position as an "impulse item," radio-tv definitely will not be trimmed. Broadcasting, he says, will continue to play as great a part—perhaps even greater—in Manischewitz' 1957-58 plans as it did in 1956. Both he and Mr. Robinson said the proportion of radio-tv in the company's overall budget was higher than B•T's estimate of 80% and that radio-tv just about share these allocations 50-50.

Monarch is reliably reported to be desirous of enlarging its principal market beyond Jewish and Negro ethnic groups and to appeal to "white gentiles" to whom the name "Manischewitz" has been equated either

## NIELSEN

### TOP NETWORK SHOWS

**Total In-Home Audience***

*Radio Report for June 9-22*

| Rank | Program | Homes (000) |
|---|---|---|
| **Evening, Once-a-week (Average)** | | **(337)** |
| 1. | *Great Gildersleeve* | 1,011 |
| 2. | *Jack Benny* | 963 |
| 3. | *People Are Funny* | 915 |
| 4. | *Gunsmoke* (Sun.) | 867 |
| 5. | *Cavalcade of Sports* | 867 |
| 6. | *Our Miss Brooks* | 819 |
| 7. | *Robert Trout-News* (6:55 PM) | 770 |
| 8. | *Gunsmoke* (Sun.) | 770 |
| 9. | *Robert Trout-News* (8:00 PM) | 674 |
| 10. | *Mitch Miller* | 674 |
| **Evening, Multi-Weekly (Average)** | | **(530)** |
| 1. | *One Man's Family* | 1,516 |
| 2. | *Lowell Thomas* | 963 |
| 3. | *News of the World* | 867 |
| **Weekday (Average)** | | **(915)** |
| 1. | *Ma Perkins* (2nd half) Wk. 1 | 1,445 |
| 2. | *Young Dr. Malone* (2nd Half) | 1,396 |
| 3. | *Helen Trent* (2nd Half) Toni | 1,396 |
| 4. | *Young Dr. Malone* (1st Half) | 1,396 |
| 5. | *Nora Drake* (2nd Half) | 1,396 |
| 6. | *A. Godfrey* | 1,348 |
| 7. | *Ma Perkins* (2nd Half) | 1,348 |
| 8. | *Ma Perkins* (1st Half) | 1,348 |
| 9. | *Helen Trent* (2nd Half) Scott | 1,348 |
| 10. | *Right to Happiness* (1st Half) | 1,300 |
| **Day, Sunday (Average)** | | **(289)** |
| 1. | *Woolworth Hour* | 1,204 |
| 2. | *Suspense* (4:30 PM) | 819 |
| 3. | *Johnny Dollar* (Lorillard) | 770 |
| **Day, Saturday (Average)** | | **(433)** |
| 1. | *Gunsmoke* (Gen. Mills) | 1,059 |
| 2. | *Gunsmoke* (Dodge) | 1,059 |
| 3. | *Sports* | 915 |

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957 total United States radio homes.

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**BACKGROUND:** The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

*Jack Benny* (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.
*Cavalcade of Sports* (NBC-186): Gillette (Maxon), Wed. 10 p.m. to conclusion.
*Arthur Godfrey* (CBS-197): participating sponsors, Mon.-Fri. 10-11:30 p.m.
*Great Gildersleeve* (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.
*Gunsmoke* (CBS-199): Dodge (Grant), General Mills (D-F-S), Sat. 12:30 p.m. and Sun. 6:30 p.m.
*Helen Trent* (CBS-193): Toni (North), Scott (JWT), Mon.-Fri. 12:30-12:45 p.m.
*Johnny Dollar* (CBS-166): P. Lorillard (Y&R), Sun. 5:30-6 p.m.
*Ma Perkins* (CBS-194): Lever (K&E), Scott (JWT), Lipton (Y&R), Mon.-Fri. 1:15-1:30 p.m.
*Mitch Miller* (CBS-202): participating sponsors, Sun. 8:05-8:45 p.m.
*News of the World* (NBC-169): participating sponsors. Mon.-Fri. 7:30-7:45 p.m.
*Nora Drake* (CBS-183): Scott (JWT), Mon.-Fri. 1-1:15 p.m.
*One Man's Family* (NBC-186): participating sponsors, Mon.-Fri. 7:45-8 p.m.
*Our Miss Brooks* (CBS-195): Lorillard (Y&R), Sun. 7:30 p.m.
*People Are Funny* (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.
*Right to Happiness* (CBS-123): Toni (North), Mon.-Fri. 2-2:15 p.m.
*Saturday Sports* (CBS-157): Simonize (Y&R), Sat. 12:55-1 p.m.
*Suspense* (CBS-171): P. Lorillard (Y&R), Sun. 4:30-5 p.m.

*Lowell Thomas* (CBS-199): Delco-General Motors (C-E), Mon.-Fri. 6:45-7 p.m.

*Robert Trout* (CBS-193): General Motors (C-E), Sun. 6:55 p.m. & 8 p.m.

*Woolworth Hour* (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.

*Young Dr. Malone* (CBS-190): Toni (North), Lever (K&E), Mon.-Fri. 1:30-1:45 p.m.

# This Low-Fat Breakfast is Well Balanced

The importance of an adequate morning meal has gained wide recognition. That breakfast should be adequate not only in calories, but also in its content of essential nutrients, is advocated by medical as well as nutrition authorities even when recommending that the fat intake in the diet be lowered.

The foods commonly eaten at breakfast—fruit or fruit juice, cereal, milk, bread and butter—are also the foods comprising a basic breakfast pattern which has found wide endorsement by nutrition authorities. *As shown below this breakfast pattern provides well-balanced nourishment and is low in fat and low in cholesterol.*

### BASIC CEREAL LOW-FAT AND LOW-CHOLESTEROL BREAKFAST PATTERN

**Orange juice, fresh, ½ cup, Cereal, dry weight, 1 oz., with whole milk, ½ cup, and sugar, 1 tsp., Bread, white, 2 slices, with butter, 1 tsp., Milk, nonfat (skim), 1 cup, black coffee.**

### Nutritive Value of Basic Cereal Breakfast Pattern

| | |
|---|---|
| **Calories** | **502** |
| **Protein** | **20.5 gm.** |
| **Fat** | **11.6 gm.** |
| **Carbohydrate** | **80.7 gm.** |
| **Calcium** | **0.532 gm.** |
| **Iron** | **2.7 mg.** |
| **Vitamin A** | **600 I. U.** |
| **Thiamine** | **0.46 mg.** |
| **Riboflavin** | **0.80 mg.** |
| **Niacin** | **3.0 mg.** |
| **Ascorbic Acid** | **65.5 mg.** |
| **Cholesterol** | **32.9 mg.** |

**Note: To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.**

*Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.*
*Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.*
*Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.*

CEREAL INSTITUTE, Inc. • 135 South LaSalle Street, Chicago 3 with "kosher" or matzoh balls. (The B. Manischewitz Co. of Newark, N. J., manufacturers of kosher food products, often has been confused with the wine company, and vice versa. They are unrelated to one another either in ownership or in product. Monarch also has been confused with the Monarch Wine Co. of Georgia, also unrelated and also a wine company. Thus, of late, Monarch has referred to itself as the Manischewitz Wine Co. of Brooklyn.)

Although the account won't terminate at Mogul officially until Aug. 7, it is understood the Gumbinner agency has been working on the Manischewitz radio-tv commercials since early July.

## Feemster Names Seven Members To AFA's 8-Man Executive Unit

AN eight-member executive committee to direct operations of the Advertising Federation of America has been appointed by Robert M. Feemster, chairman of the executive committee of the *Wall Street Journal* and new chairman of AFA.

Members of the committee, in addition to Chairman Feemster, are: James S. Fish, vice president and director of advertising, General Mills, Minneapolis, vice chairman; Mary E. Busch, executive vice president, Emery Adv. Corp., Baltimore; Ben R. Donaldson, director, institutional advertising, Ford Motor Co., Detroit; Melvin S. Hattwick, director of advertising Continental Oil Co., Houston; George W. Head, manager, advertising and sales promotion, National Cash Register Co., Dayton; C. James Proud, president and general manager, AFA, New York, and Ralph Winslow, vice president and manager, marketing department, Koppers Co., Pittsburgh.

The committee will hold monthly meetings starting Aug. 16 when the first quarterly meeting of AFA's board of directors is scheduled.

## Cady Heads ANA Program Unit

DONALD CADY, vice president in charge of advertising and merchandising, the Nestle Co., has been appointed chairman of the program committee for the 48th annual meeting of the Assn. of National Advertisers, it was to be announced today (Monday). The meeting is scheduled for Oct. 28-30 in Atlantic City. Annual election of ANA chairman and vice chairman, as well as election of other members to the board of directors will be held at this meeting.

## '58 Brand Names Week Scheduled

BRAND NAMES WEEK-1958 will be observed April 13-19, according to Thomas F. O'Neil, chairman of the boards of RKO Teleradio Pictures Inc. and Brand Names Foundation Inc. Brand Names is sponsoring the national promotion, in which manufacturers of brand name products, advertising agencies and media will join forces with the nation's retailers to dramatize the advantages of brand names to the consumer, according to Mr. O'Neil.

## GF Says Increased Ad Budgets Needed to Meet Competition

GENERAL FOODS spent $77.7 million on advertising (including broadcast media) in 1956, or $2.2 million more than in 1955, President Charles G. Mortimer told stockholders at GF's annual meeting in New York last Wednesday. His comments on advertising and marketing plans reflected an awareness of the mounting intensity in the competitive arena of the retail supermarket.

Mr. Mortimer's remarks followed his report that the corporation had experienced a 3% dip in earnings for the first quarter of fiscal 1958 as against the first quarter of fiscal 1957. Mr. Mortimer pointed out that fiscal 1957 was GF's best year in earnings and sales.

GF, he said, will train its corporate guns on better advertising and marketing because it is in the midst of a daily "hard-hitting contest" for shelf and refrigerated space. This has come about from the decline of independent grocery outlets, he contends, stating that in 1939 some 112,000 grocery stores (or 25% of total U. S. outlets) conducted 70% of the business; by 1960, he said, 25,000 supermarkets (or 10% of total outlets) will handle that same 70% of the business. Thus, he said, the emphasis is on bettering the product and packaging it.

GF, he announced, will come out with two new product lines, one to be called Birds Eye "Main Dishes for Two," now in test markets, consisting of such ready-to-eat items as frozen haddock in wine, wine sauce, turkey and dressing, pot roast, and beef stew; the other, "Gourmet Foods," high quality foods, imported and domestic, which GF will sell only through department and specialty stores, thus bypassing supermarkets altogether. Mr. Mortimer said GF believes "Gourmet Foods" will always be "small business . . . contributing modestly to GF's earnings," but that they will "contribute something to the corporate image we want to build for General Foods in the public mind. In this respect, our objective is much like that of Ford with Thunderbird and of Corning with Steuben Glass."

## FC&B Adds Cresta Blanca Wines

HARD ON THE HEELS of its acquisition of the Tidewater Oil and Dole Hawaiian Pineapple accounts [B•T, July 8], Foote, Cone & Belding's San Francisco office picked up Cresta Blanca wine from J. J. Weiner & Assoc. FC&B has been handling Roma wines, which like Cresta Blanca, are products of CVA Co., the wine division of Schenley Industries. Cresta Blanca has been a heavy broadcast advertiser.

## Western AAAA Speakers Named

TWENTIETH annual meeting of the AAAA Western Region will be held Oct. 11-13 at Sun Valley, Idaho. Initial agenda includes the following talks: "This I Believe," by Charles L. (Roy) Whittier, retired copy chief of Young & Rubicam, New York; "Be Safe and Be Sorry," by Whit Hobbs, BBDO, New York; "The Edsel Story," by Emmet Judge, in charge of product planning, Ford Motor Co.; "How Hamm's Beer Invaded the West," by Herbert Goodwin, Theo. Hamm Brewing Co.; "Supermarketing and Pressure Promotions," by Robert I. Herndon, C & H Sugar Co.; "Qualitative vs. Quantitative Research," by Dr. Bertrand Klass, Stanford U.

## Ward Buy of Fair Chain Won't Change Latter's Ad Plans

THERE isn't likely to be any change in the advertising policies of The Fair retail department store chain in Chicago in the wake of its acquisition by Montgomery Ward & Co.—at least for several months.

That was the consensus of principals of both store chains last week after The Fair officially became a member of the Ward family with presentation of a $7,532,500 check to officials of the S. S. Kresge Foundation.

The Fair currently is in the second 13-week period of a $250,000 feature film series on Chicago tv, described as the first such deal involving a substantial package film buy by a local major retailer [CLOSED CIRCUIT, July 22]. It was intimated that The Fair would continue to operate as an autonomous entity in media, sales promotion and other areas for some time.

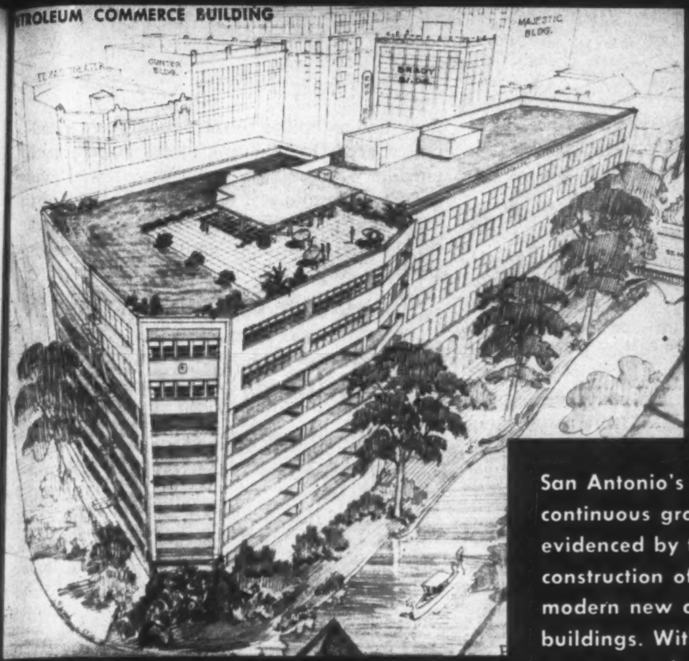
## Aluminium Signs for 'Omnibus' As Second of Three Sponsors

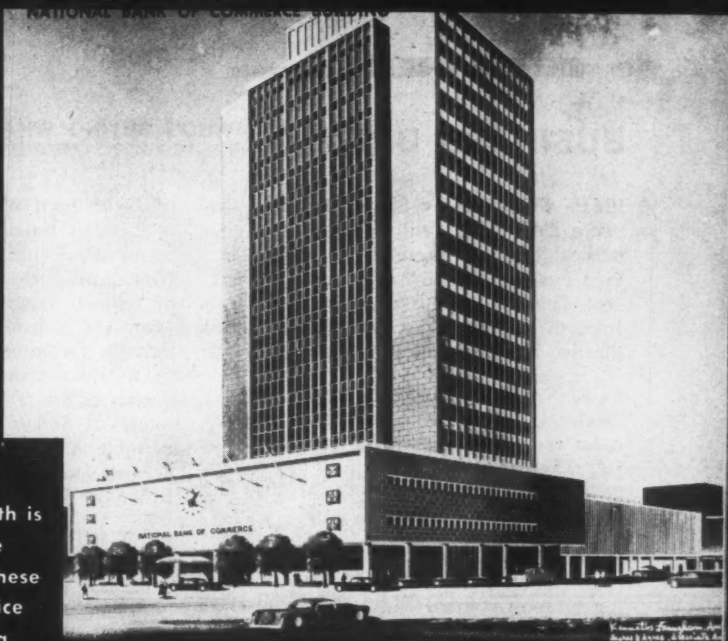
ALUMINIUM LTD., associated with *Omnibus* for three tv seasons, has bought one-third sponsorship of the program for next fall. *Omnibus* will alternate in the Sunday, 4-5:30 p.m. period with *Wide Wide World* on NBC-TV, starting Oct. 20. The buy was announced last week through J. Walter Thompson Co., New York, agency for Aluminium.

The program is now two-thirds sold, with Union Carbide Corp. sponsoring one-third of the 13 Sunday afternoon presentations. Aluminium, according to NBC-TV, is also expected to back one-half of a planned hour-long *Omnibus* program to be scheduled in an evening time period. Originally conceived and underwritten by the Ford Foundation's Tv-Radio Workshop, *Omnibus* next season will be produced independently by Robert Saudek Assoc., New York. Mr. Saudek formerly produced the series.

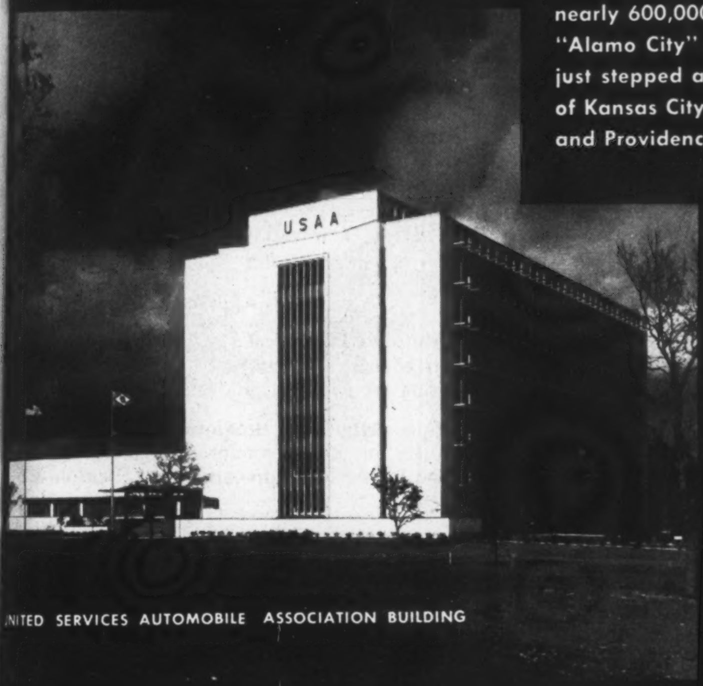
## Carter Reports Sales, Ad Climb

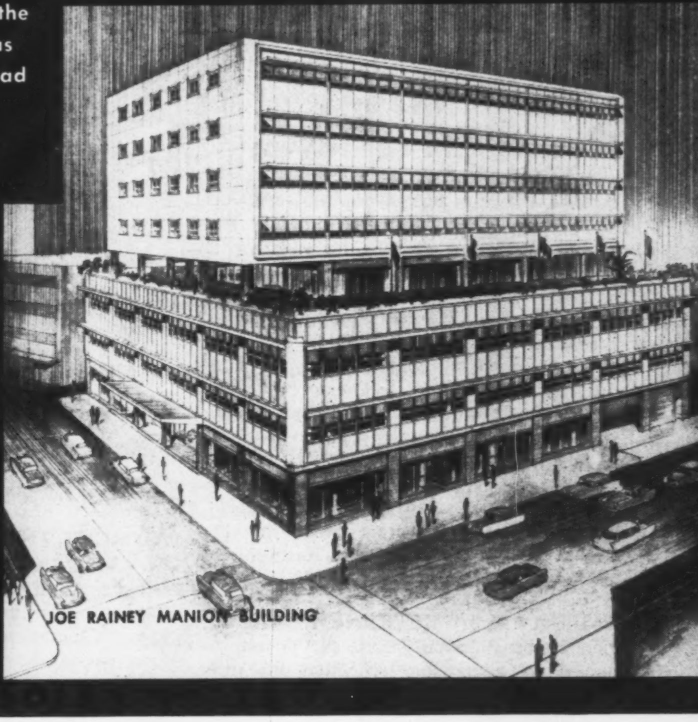
CARTER PRODUCTS Inc. reported net sales of $41.8 million for the 12 months ending March 31, 1957, according to a public stock offering prospectus filed with the Securities & Exchange Commission. This was up from $22.7 million the previous year. Advertising expense of the company in all media was $14.6 million for the past year, a rise of more than $6 million from the preceding year. Carter Products manufactures Arrid deodorants, Nair depilatory, Rise push button shave, Carter's Little Liver pills and Colonaid laxative.


TROLEUM COMMERCE BUILDING
MAJESTIC BLDG.


NATIONAL BANK OF COMMERCE BUILDING

San Antonio's continuous growth is evidenced by the construction of these modern new office buildings. With a county population of nearly 600,000, the "Alamo City" has just stepped ahead of Kansas City and Providence.


NITED SERVICES AUTOMOBILE ASSOCIATION BUILDING


JOE RAINEY MANION BUILDING

**IN EACH TELEVISION MARKET**
**THERE IS ONLY ONE LEADER.**
**IN SAN ANTONIO, IT'S KENS-TV**

**KENS-TV**
**EXPRESS-NEWS STATION**
**5**

CBS

SAN ANTONIO, TEXAS

ASK YOUR
PETERS, GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

## BUSINESS BRIEFLY

### WHO'S BUYING WHAT, WHERE, WHEN

**PIPES FOR L&M** • Liggett & Myers Tobacco Co., N. Y., will sponsor 90-minute musical in color based on legend of "The Pied Piper of Hamlin" over NBC-TV Nov. 26. Time of telecast, which will star Van Johnson and Kay Starr, will be announced shortly. Agency: McCann-Erickson, N. Y.

**TURNS ON RADIO** • General Cigar Co. (White Owls), N. Y., now using its first radio spot campaign in 10 markets [B•T, July 15], has set 15 markets as its goal for tv spot campaign beginning in the fall. Agency: Young & Rubicam, N. Y.

**SCATTERED SOAP SPOTS** • Fels & Co. (Fels Naphtha soap), Philadelphia, considering tv spot campaign in scattered markets through agency, Aitken-Keynett Co., Philadelphia.

**GROVE GETS IN GROOVE** • Grove Labs (4-Way cold tablets and Fitch hair products), St. Louis, signs participations campaign on NBC-TV *Today* Nov. 18 through April 1958. Agency: Cohen & Aleshire, N. Y.

**PHARMA - CRAFT GOES DAYTIME** • Pharma-Craft Corp. (Coldene cough syrup), Batavia, Ill., buys four five-minute segments per week on ABN daytime strip of *My True Story*, and *When A Girl Marries* for 26 weeks. Agency: J. Walter Thompson Co.

**FOOTBALL INSURED** • Kemper Insurance Co., Chicago, will sponsor 15-minute *NBC Football Scoreboard* to be presented this fall on Saturdays, following NBC-TV's telecasts of National Collegiate Athletic Assn. football schedule. Agency: John S. Shaw Adv., Chicago.

**ABC-TV SELLS** • ABC-TV announces package sale of eight programs, including two live co-op series, to Polk Bros., furniture and appliance chain, in estimated $70,000 deal.

**AMERICAN HOME RENEWS** • American Home Products Corp., N. Y., has renewed its advertising schedules on three NBC-TV daytime programs for 52 weeks. Renewals, representing more than $1.5 million in gross billings, will extend American Home's sponsorship of alternate Wednesday segment of *Tic Tac Dough* (Mon.-Fri. 12-12:30 p.m. EDT); alternate Friday segment of *It Could Be You* (Mon.-Fri., 12:30-1 p.m. EDT), and alternate Wednesday and alternate Friday segments of *Queen for a Day* (Mon.-Fri. 4-4:45 p.m. EDT). Agency: Geyer Adv., N. Y.

**SPOT OF BEER** • Falstaff Brewing Corp., St. Louis, planning to initiate spot radio-tv campaign in limited number of West Coast markets this month. Agency: Dancer-Fitzgerald-Sample, N. Y.

**MURROW IN FLIGHT** • Pan-American Airways is reportedly having trouble making its tv budget go as far as it would like. Airline likes what Edward R. Murrow does on *See It Now* via CBS-TV; yet it also likes Mr. Murrow's newest package, in collaboration with Fred W. Friendly and Eric Sevareid, titled *Small World* (scheduled next season for Tues., 10:30-11 p.m. *See It Now* time slot two seasons back). Dilemma: which Murrow program to like better. (Pan-Am is committed for *See It Now* through December.) Possible solution will be to share sponsorship or cut back frequency of *See It Now* and pick up alternate weeks of *Small World*. Also complicating Pan-Am strategy: It's still interested in late evening local newscasts in 25 top markets. J. Walter Thompson is agency.

**BEST BUY** • Best Foods, Co., N. Y. (HO Oats and Farina), through Sullivan, Stauffer, Colwell & Bayles, N. Y., buying tv spots for 26-week campaign in half-dozen northeastern markets to start Sept. 16.

**LOEW BUY** • Loew's Inc., for M-G-M's new Stewart Granger film *Gun Glory*, having already purchased radio-tv stations in Georgia and North Carolina, plans to add stations in Texas, Louisiana and Florida. Agency: Donahue & Coe, N. Y.

**ORANGE BLOSSOMS ON NBC** • Florida Citrus Commision, Lakeland, Fla., ordered 30-week campaign on NBC-TV's *Today* program (Mon.-Fri., 7-10 a.m.), calling for total of 52 participations to be scheduled between Dec. 2 and June 27, 1958. Agency: Benton & Bowles, N. Y.

**HAPPPY HOT DOG MONTH** • Tee Pak Inc., makers of casings for skinless frankfurters, in conjunction with five meat suppliers, has purchased series of announcements on MBS, during July, to help promote National Hot Dog Month. Tee Pak agency: Cruttenden Adv., Chicago.

**AMMEN'S TESTING** • Bristol-Myers Co., N. Y. (Ammen's Medicated Powder), launching test spot radio campaign in six markets—Sacramento, Milwaukee, Birmingham, Cincinnati, Zanesville, Ohio, and Greensboro, N. C.—to extend through end of August. Campaign marks one of few occasions spot radio has been used for Ammen's, except as supplement to spot tv. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

**GLASSY SHOWS** • Libby-Owens-Ford Glass Co., Toledo, Ohio, has signed for four sponsorships of NCAA football games [B•T, July 8], this fall and also will be alternate sponsor of new *Perry Mason* show on CBS, 8 to 9 p.m. Saturday beginning in Sept. Agency: Fuller & Smith & Ross, N. Y.

**TEMPLE TOT TOUTED** • Ideal Toy Co., N. Y., has signed for one-third sponsorship of four pre-1948 Shirley Temple feature films over NTA film network this fall and winter. Agency: Grey Adv., N. Y.

**CAMPAIGN FOR CHEEZ-DOGS** • Stahl-Meyer Inc. (meatpackers), N. Y., new at Hicks & Greist (having been serviced by Charles W. Hoyt Co. until several weeks ago), understood to be introducing new product, Cheez-Dogs—frankfurter stuffed with cheddar cheese. Product was tested via three-week radio test campaign in Hartford, will reportedly break in New York for three-week saturation campaign via seven stations, Aug. 8.

**LUDEN'S SPONSORS 'KANGAROO'** • Luden's Inc., Reading, Pa., has signed for weekly quarter-hour sponsorship Saturdays of CBS-TV's *Captain Kangaroo* (Mon.-Fri. 8-8:45 a.m., Sat. 9:30-10 p.m.) effective Oct. 5. Agency: J. M. Mathes, N. Y.

**PHARMACO TAKES OPTION** • Pharmaco Inc. (Chooz, Feen-A-Mint, Medigum), Newark, N. J., has taken option on NBC-TV for alternate Monday sponsorship of two daytime programs—*It Could Be You* and *Comedy Time*. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

**MILES FOR CBS** • Miles Labs., Elkhart, Ind., which first advertised on CBS in 1932, signed with radio network last week for two five-minute news strips Monday-through-Friday for 52 weeks, effective Sept. 2. Contract was placed through Geoffrey Wade Adv., Chicago. Miles has been off CBS since 1953, moving to Mutual and later NBC. Meanwhile, CBS last week announced that Bristol-Myers Co., N. Y., has renewed three one-quarter hour segments of *Arthur Godfrey Time* weekly for 52 weeks through Young & Rubicam, N. Y., effective Oct. 21.

### AGENCY APPOINTMENTS

**Whitehall Pharmacal Co.**, N. Y., appoints Street & Finney, same city, to handle advertising for two new products.

**Zippo Mfg. Co., Bradford, Pa.,** manufacturers of Zippo windproof lighters, flints and lighter fuel, appoints Ogilvy, Benson & Mather, N. Y.

**Brookside Vineyards Inc.,** Guasti, Calif., appoints Mogge-Privett Inc., L. A.

**Tom Sawyer Foods,** L. A. (peanut butter, nut meats, potato chips, candy), appoints McCann-Erickson, L. A.

**John G. Paton Co., N. Y.,** appoints Doherty, Clifford, Steers & Shenfield, same city, to handle advertising for new Oven Fresh brand canned cake products.

**Stahl-Meyer Inc.,** (Ferris and Stahl-Meyer fresh and canned meats) appoints Hicks & Greist, N. Y.

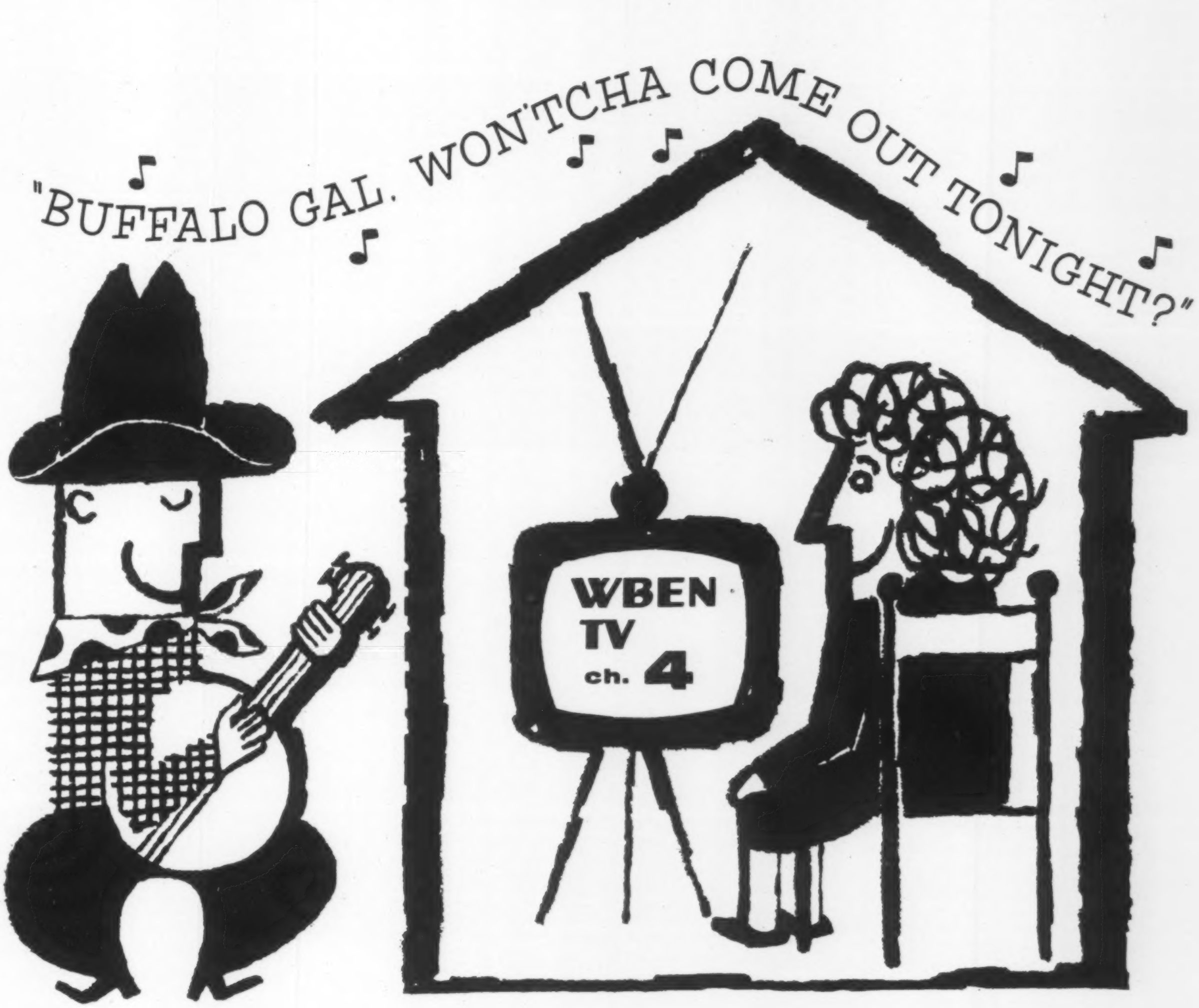
### A&A SHORTS

**Doherty, Clifford, Steers & Shenfield Inc.,** N. Y., announces change of address to 530 Fifth Ave., New York 36. Telephone: Yukon 6-6500.

**Marsteller, Richard, Gebhardt & Reed,** N. Y., moving to new offices at 800 Second Ave. Tel.: Yukon 6-6161.

**Charles Bowes Adv. Inc.** opens San Francisco office at 625 Market St. Tel.: Yukon 6-6263.

**Advertising Agencies Inc.,** Studio City, Calif., opens N. Y. office at 509 Madison.


"BUFFALO GAL. WON'TCHA COME OUT TONIGHT?"
WBEN TV ch. 4

# NOT when she can see the 11:30 THEATRE on WBEN-TV

No stick-in-the-mud she, just one of thousands of western New Yorkers who finds WBEN-TV's late night 11:30 THEATRE worth staying home for . . . and staying up for !

Hollywood's best available products, the finest films from Warner Bros., 20th Century Fox, Selznick and other top studios draw big audiences *every night of the week* on Channel 4.

How big ! Well WBEN-TV's 11:30 THEATRE popularity not only surpasses its opposition but in many instances give you greater audiences at midnight than other area stations give you from 5:00 P.M. to 7:00 P.M. !

Get all the facts . . . and the reasons why your TV dollars count for more on Channel 4. Our sales department or national representatives, HARRINGTON, RIGHTER AND PARSONS, will be happy to fill you in and get you on our 11:30 THEATRE.

**WBEN-TV**
**CBS in Buffalo**
**channel 4**

THE PIONEER STATION OF WESTERN NEW YORK

# MUTUAL SALE BRINGS $550,000

- **3 principals: Armand Hammer, Roy Roberts, Paul Roberts**
- **RKO stations, Yankee and Don Lee regionals not involved**

MUTUAL Broadcasting System was sold last week following a fortnight of dickering that had 400-odd affiliates wondering if the largest of all networks would really be sold and, if so, to whom.

The transfer to new ownership is scheduled for Aug. 7.

Three principals in the new group of owners are Armand Hammer, art dealer and president of Occidental Petroleum Corp., Los Angeles; Roy Roberts, Ojai, Calif., realtor and oil operator, and Paul Roberts, station manager of KRKD-FM Los Angeles. The two Robertses are not related, nor is Roy Roberts related to Roy A. Roberts, editor of the *Kansas City Star* (WDAF-AM-TV).

Contracts were signed at 4:40 p.m. Thursday, with the buyers putting up around one-fourth of the approximate $550,000 cash price. They are to supply the rest of the cash when they take over Aug. 7. The sale also is understood to involve other unmentioned commitments plus operating capital.

MR. HAUSER

For a time last week there was fear the long-pending negotiations were about to disintegrate. The name of Roger L. Stevens, New York and Detroit financier-broker, was dropped from unofficial discussions when he reportedly said his main interest centered in Broadway shows rather than radio.

Paul Roberts will be president of the new operation. Bertram J. Hauser, former Mutual vice president, will serve as executive vice president. A. A. Schechter, former Mutual news-special events vice president and now head of the New York public relations firm bearing his name, is expected to assume an important consultant role. Mr. Schechter was an active participant in the sale negotiations.

Mr. Hauser is credited with conception of the sale plan and with interesting Thomas F. O'Neil, Mutual chairman and RKO Teleradio Pictures Inc. president, in the idea of transferring the network while retaining ownership in the RKO station group. The stations are not involved in the network sale.

The new owners will assume the name, goodwill, assets, affiliations, sponsors and program contracts of the network, which started operating in 1934 [B•T, July 15]. They explained that plans and policies will be announced shortly but assured advertisers the "Triple Advantage Plan" under which MBS recently signed many new sponsors would be continued and improved.

Paul Roberts summed up the new project, which will own no stations, in this way, "What's good for the network is good for the stations and vice versa." He said the network will operate solely for the benefit of the public, affiliates and advertisers. Over 400 affiliates have renewed contracts under the new MBS station plan, he added.

Mr. O'Neil emphasized that the sale doesn't diminish RKO Teleradio's confidence in network radio. "In the past several weeks—the new network format went into effect June 2—the network has signed such new advertisers as General Motors, Liggett & Myers Tobacco Co., Pontiac Motors, Equitable Life Assurance Society, Florists Telegraphic Delivery Assn., S. C. Johnson & Son and many others," he said. "We intend to concentrate on our own individual radio and tv stations and leave the operation of national network servicing to the new purchasers."

Yankee and Don Lee regional networks, which remain under RKO Teleradio Pictures ownership, will continue as Mutual affiliates.

John B. Poor, Mutual president, is slated to devote fulltime to the post of RKO Teleradio vice president, a function he had held along with the network responsibility. A key figure in the purchase and sale of stations for the O'Neil interests as well as in the network sale, Mr. Poor has been exploring the possibility of adding another major-market tv-radio station to the O'Neil group, bringing it up to the FCC's maximum.

Mr. Hammer, a last-minute entry in the buying syndicate, owns the famed Hammer Galleries in New York, handling paintings, antiques and furniture. He owns one of the largest dairy herds in New Jersey. His backing is believed to have clinched the deal.

Paul Roberts, whose home is in Los Angeles, is a former trade magazine publisher as well as broadcaster. He is president of United Fm Corp. in Los Angeles and vice president of Audio Sales Inc. He is a graduate of Temple U. and was with the old *Philadelphia Record*. He headed the first U. S. International Trade Fair in Chicago, held in 1951.

Mr. Hauser served as MBS vice president nine years, leaving in 1955 to be a broadcast consultant. He had been with NBC 14 years before joining MBS, becoming advertising, promotion and sales manager. He is a Dartmouth graduate and lives in Short Hills, N. J.

**NOW** *it can be used. This photo of Thomas F. O'Neil (l), Mutual chairman and president of RKO Teleradio Pictures Inc., and Paul Roberts, KRKD-FM Los Angeles station manager, was taken during a lull in the Mutual sale dickering. It was sent out with a hold-for-release mandate.*

Paul Roberts started off the negotiations a fortnight ago by handing $20,000 earnest money to Mr. Poor. During the two-week period there were reports from the negotiators that the buying syndicate was having trouble raising the $550,000 cash.

RKO Teleradio retains ownership of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-TV Los Angeles, KFRC San Francisco and WHBQ-AM-TV Memphis. WGMS-AM-FM Washington has been bought but the transfer was involved in litigation and now awaits final FCC approval.

## CPRN Now CRPN

THE west coast chain of CBS-owned radio stations and CBS Radio affiliates will be known as the CBS Radio Pacific Network, according to an announcement by Fred Ruegg, general manager of KNX-AM-FM and of the network. The chain formerly was known as the Columbia Pacific Radio Network. CBS Radio feels that the new name "will provide closer identification . . . and eliminate any possible confusion."

## NBC Color Schedule Increased 67% Above Start of Last Season

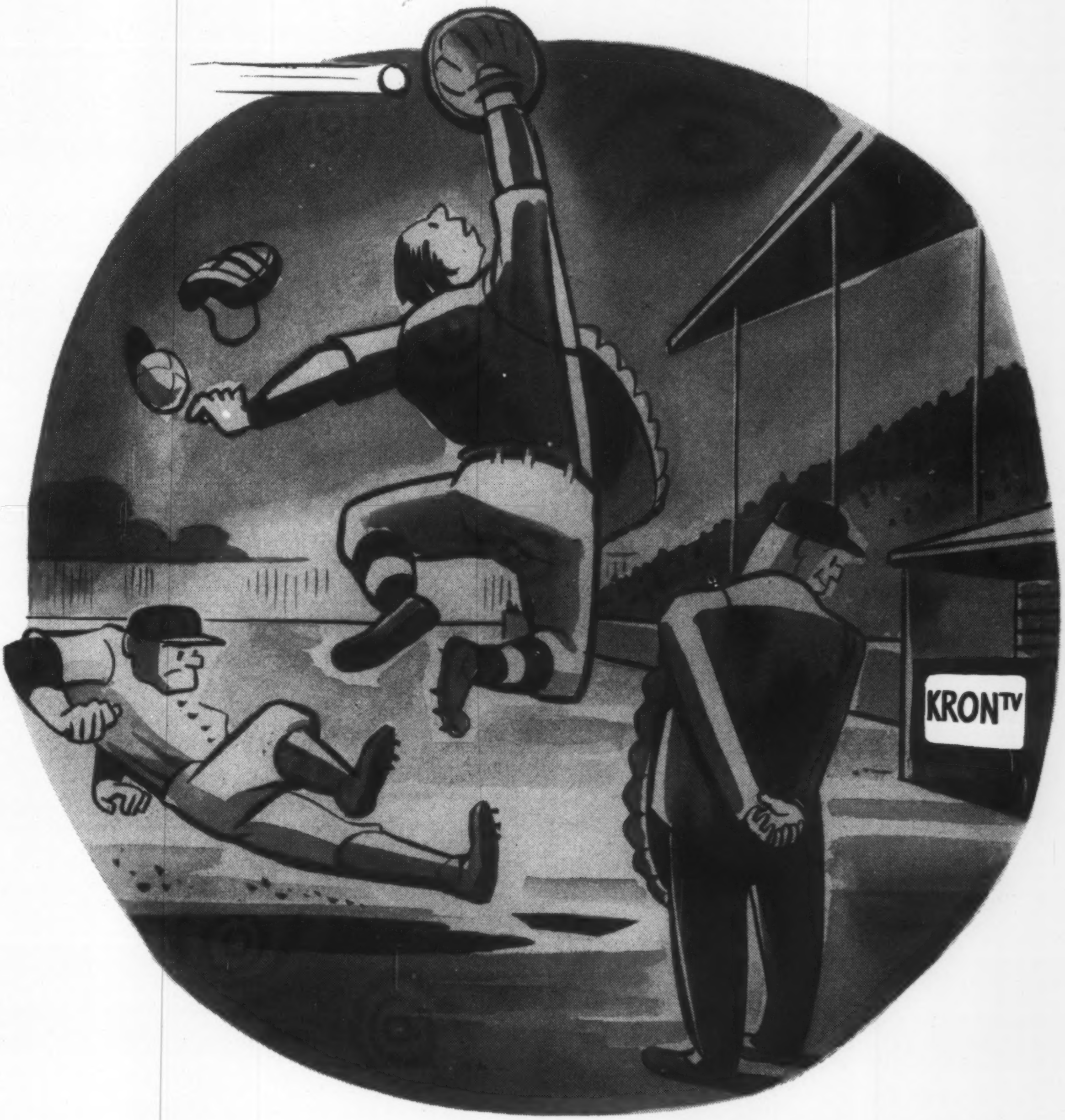
NBC's color television schedule for the 1957-58 season will be 67% above the start of the previous season, according to Robert W. Sarnoff, president. There will be about 250 hours of color programming for the fourth quarter of this year, compared to 149 hours for the same period of 1956, he announced.

"Our objective during the coming season," Mr. Sarnoff said, "is to make color programming available to the widest possible audience. For this reason we have built the color schedule around many of the key-position nighttime programs, with emphasis on periods when viewing is at its peak," Mr. Sarnoff said. The schedule, including daytime, is slated to provide an average of more than two hours of color daily and frequently will offer from three to four hours of color during a single day.

NBC is scheduled to colorcast all World Series games played in the park of the American League pennant winner. If the National League city is nearby, and the color mobile unit can be moved there in time, games from that point also will be telecast in color. It is expected that several of the nation's top college football games will be colorcast, NBC said. Approximately 24 specials, including "Annie Get Your Gun" starring Mary Martin, are planned for color.

NBC color origination points include five in New York, two at Color City, Burbank, and studios of WNBQ (TV), NBC-owned Chicago station.

# KRON is TV in SF



*San Franciscans are sold on KRON-TV*

**BEST**
**TV FIGHTS**
**Tues.-Wed.-Thurs, 7:30**
**AVAILABLE**

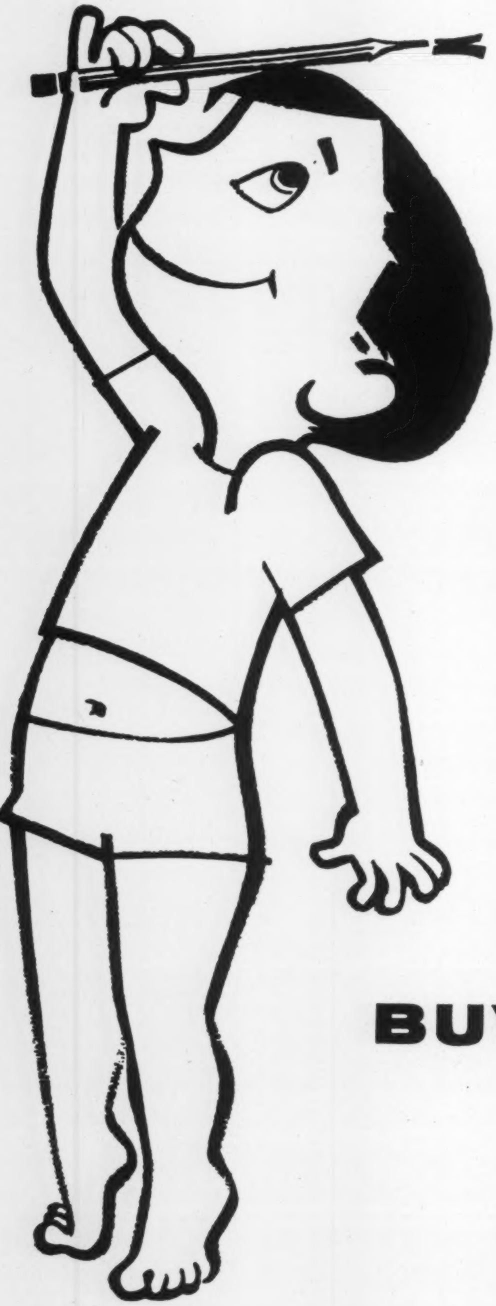
• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Remember how fast they
PERCENTAGE REMEMBERING
80
40
3
4
5
6
7
INTERVAL IN DAYS
PSYCHOLOGY IN ADVERTISING

She'll forget what you say before she can buy what you sell. Everybody knows the solution: ***many messages a week to the same prospect*** – millions at a time. Through CBS Radio daytime drama today you can reach 6.4 million different listeners every week…with ***3.2 commercial-minute impressions per listener***…for as little as $10,000. And you talk to an attentive audience, because they pay attention to daytime drama – or they don't tune in. Nowhere today – magazines, newspapers, television – can you buy this ***working frequency*** with the efficiency of CBS Radio daytime dramatic serials.

## THE CBS RADIO NETWORK

That's why Lipton Tea uses CBS Radio daytime drama all year long… and why Salada Tea has been on for 20 weeks in 1957 so far…and why Pan-American Coffee Bureau, for a big summer campaign, has come here too.



# SO YOUNG

# BUT SO FIRST

*. . . and so far ahead of all other Cleveland radio stations.*

Youngest on the Cleveland dial, **WE'RE . . . .**

**FIRST** in ratings (all three!)
**FIRST** in results
**FIRST** in local and national sponsors
**FIRST** in public service

Around the clock and around the calendar, the top name personalities beam the best in music, news and sports to Cleveland over **WERE**.

**WERE** personalities reach more live audiences through personal appearances than any other regional talent. They enjoy more national and industry-wide recognition, too!

* **LATEST PULSE** *From 6 AM to midnight PULSE shows that all stations trail WERE 87.5% of the time.*

* **LATEST NIELSEN** *6 AM to midnight WERE is first in Cleveland's Metropolitan Market.*

* **LATEST HOOPER** *WERE leads all Cleveland stations in 12 of the 16 rated hours and takes the top 1/3rd (35%) of the audience and lets the other 7 stations scramble for the rest.*

# BUY WERE

## AND SELL CLEVELAND

**RICHARD M. KLAUS,** *Vice President & General Manager*
*represented by:* **VENARD, RINTOUL & McCONNELL, INC.**

# NETWORKS DISPUTE TV PREDICTION

- **'New York Times' columnist sees gloomy fall for tv**
- **ABC, CBS, NBC, TvB take issue with Gould article**

TELEVISION networks and the Television Bureau of Advertising, Thursday, sharply challenged the conclusion of a *New York Times* story that day which asserted television is heading for "the toughest season in ten years."

The article, under the byline of *Times* tv critic Jack Gould, painted a gloomy picture of the outlook for the fall, claiming that "all three networks have substantial nighttime program periods available" for sponsorship. It was reported that networks and TvB were rankled that a story they considered "distorted" was spotlighted on page one—particularly so in that it appeared in the *Times* regarded as influential in the business community. Mr. Gould's column regularly runs in the radio-tv section, which is on the second to last page of the second section of the paper.

Mr. Gould wrote that at least two of the three networks "usually" reported by late July that they had sold out their choice evening hours. CBS-TV, he said, still had one and one half hours of prime time available; NBC-TV, three hours, and ABC-TV, five and one quarter. At one point, Mr. Gould wrote:

"The significance of unsold evening time is that a weekly half-hour on a network's minimum number of required stations may involve $3.5 million to $5.0 million in time revenue over a full season. When 19 such periods are open, as at present, the industry is worrying about $66.5 million to $95 million."

Mr. Gould attributed what he called "the softest demand for airtime" the tv industry has ever known to "inflationary forces in the national economy, the spiraling costs of shows and changing conditions within the industry." Mr. Gould also wrote there were reports that "sponsors could obtain substantial discounts on some shows."

Many of the points made by Mr. Gould in the article come from persons identified only as "a network executive," "industry circles" and "well-informed television executives."

William H. Hylan, CBS-TV vice president of sales administration, said he was "somewhat amazed" at the coupling of CBS-TV with reference to a "soft" television market. He disputed the *Times* article on two fundamental points:

- He asserted that the latest figures released by PIB show that CBS-TV is 11.6% ahead of 1956 for the period January through May.
- He reported that with reference to fall availabilities in the nighttime schedule, CBS-TV is in a more sold-out position than it was at this time last year.

"An index of strength which does not readily appear to the casual observer," Mr. Hylan declared, "is the number of very high-budget shows which have been contracted for this coming year. In this category are such firms as DuPont, which has contracted for 10, 90-minute, high-budget programs; Ford, which will offer five hour programs featuring Lucille Ball and Desi Arnaz; the Delco Div. of General Motors, which is preparing hour programs featuring Lowell Thomas; a series of hour programs titled *Conquest,* to be sponsored by the Monsanto Chemical Co.; the Bing Crosby-Frank Sinatra program which will announce the Edsel car, and others which will be announced later.

"It is quite likely there will always be availabilities on our networks, just as I am sure there will be opportunities to secure space in other media," Mr. Hylan said. "In sales income and program popularity, CBS-TV is enjoying the best year in its history, thus references to a 'soft' market and 'panic-buttons' seem most inaccurate."

An NBC-TV spokesman late Thursday said the network would have "no comment" on the *Times* article "at this time."

Oliver Treyz, vice president in charge of ABC-TV, claimed network television sales are "at an all-time high and, in the fall, will exceed—by a wide margin—any level ever attained in this industry." He commented this is "most remarkable when, as Media Records show, newspapers' lineage is down 7% from last year."

In contrast, Mr. Treyz continued, PIB records reveal that for the first six months of 1957, the evening network gross of NBC-TV is up 3%, CBS-TV is up 11% and ABC-TV is up 20%. He said that ABC-TV's time billings in 1957-58 will be up at least 30% from those of 1956-57.

He reported that in the last few months ABC-TV had invested about $50 million in programming, "virtually all of which has been bought," and said it has been the network's policy to commit, ahead of sales, to the extent of four alternate half-hours. Thus, he said, as new programs have been sold, additional new commitments have been made "to build a top program schedule for the American public."

Mr. Treyz said that "just as newspaper advertising lineage is decreasing in line with newspaper circulation, so television advertising appropriations will grow in proportion to increased audiences. Certainly, the dynamic realignment of competitive strength within the medium cannot be construed as a softening of the television market. On the contrary, with the new impetus of ABC-TV, the television industry will enjoy its greatest audience and advertiser success in 1957-58."

Mr. Treyz reported that "the distortion" of the coming season's picture, both as to its programming and advertiser support, "lies with those who still view network tv as a two-network economy and who have yet to realize that 1957-58 marks the first season when ABC-TV will have a full program schedule released to the public on a virtually complete national basis. He noted that in all competitive markets where tv audiences are measured by Nielsen Television Index, "ABC-TV typically exceeds the audience levels of NBC-TV in those time periods when it schedules fully commercial programs."

On behalf of TvB, Halsey V. Barrett, director of national sales for the organization, issued a statement "to correct the misinterpretation the hasty reader might get from the *New York Times* article." He claimed "there is no downward trend in television sponsorship," and pointed out:

"Actually, Mr. Gould has talked about only half of television—network tv—and has overlooked station-spot television which accounts for half of tv's total revenue. Also overlooked is almost a third of network revenue which comes from daytime television."

The three television networks, Mr. Barrett stated, have "more dollars firmly contracted for the 1957-58 season than ever before." At the present time, he said, there are only 15 half-hour availabilities on the networks, as compared with 18 half-hours last year at this time.

"When national advertisers voted television their No. 1 medium for the second straight year," Mr. Barrett said, "when total tv billings continue to grow, when nighttime network advertisers reach 19% more homes this year than last, and when the fall promises more, bigger, better, higher quality programs than ever before, television —and the 40.3 million television homes—need not worry about the future."

In a frankly partisan thrust, Mr. Barrett asked why the tv business is front page news when "the fact that general advertising in newspapers has fallen 11.6 million lines in five months (Media Records measurements) is not also front page news.

"And how about the news value of the 19% decline in New York nighttime newspaper circulation (ABC) this spring vs. last . . . or the 4% decline in circulation of just the two morning papers with published figures available. And why are not the *New York Times* circulation figures available for the period following March 30?"

Spokesman for the three tv networks challenged Mr. Gould's estimate that a weekly half-hour on a network's minimum number of required stations may cost $3.5 million to $5.0 million in time revenue over a full season. NBC-TV said the actual cost (before discounts) would be about $3 million; CBS-TV reported about $2.8 million and ABC-TV about $2.5 million. They voiced the opinion that Mr. Gould might have meant the number of stations a network advertiser actually orders and not the minimum number required by the network.

They disputed, too, Mr. Gould's assertion that networks had "substantial" nighttime prime programs still available. ABC-TV pointed out it actually was "ahead" of last year at this time, with five and one quarter hours open, as compared with six and one half hours in 1956. A CBS-TV executive said it was "just 15 minutes behind this year," with one and one-half hours open, as against one and one-quarter hours last year. An NBC-TV spokesman said that as of July 1, 1956, one and three quarter hours of prime time were unsold, as compared with three hours in mid-July a year ago.

Prime evening time still unsold on CBS-TV, an official said, is as follows: alternate week of *Harbourmaster* (Thurs., 8-8:30 p.m.), *Leave It to Beaver* (Fri., 7:30-8 p.m.) and alternate week half-hour of *Perry Mason* (Sat., 7:30-8:30 p.m.), plus the Tuesday, 10:30-11 p.m. slot still unset with a show.

On ABC-TV, time still unsponsored and for which no programming is scheduled is Monday, 7:30-8 p.m. and 8:30-10 p.m.; Tuesday, 10-10:30 p.m. and Saturday, 7:30-9 p.m. and 10-10:30 p.m. In addition still available for sponsorship are alternate weeks of *Colt .45* (Fri., 10-10:30 p.m.), *Adventures of Jim Bowie* (Fri., 8-8:30 p.m.) and *Sugarfoot* (Tues., 7:30-8 p.m.).

An NBC-TV spokesman reported that programs unsold are *Wagon Train* (Wed., 7-7:30 p.m.) and Tuesday, 7:30-8 p.m. slot still unscheduled, plus alternate weeks of *Suspicion* (Mon., 10-11 p.m.), *The Californians* (Tues., 10-10:30), *The Price Is Right* (Mon., 7:30-8 p.m.), *Tic Tac Dough* (Thurs., 7:30-8 p.m.,) and *Restless Gun* (Mon., 8-8:30 p.m.).

## Knight Named as President Of RKO-TV's Yankee Div.

NORMAN KNIGHT, Yankee Network executive vice president and general manager, was promoted effective today (Monday) to the presidency of Yankee Division of RKO Teleradio Pictures Inc., including WNAC-AM-FM-TV Boston. In announcing the promotion Thomas F. O'Neil, RKO Teleradio president, said the regional network and stations are operating at the highest levels in their history.

MR. KNIGHT

Mr. Knight is radio-tv chairman of Boston's first United Fund and was inducted in May as an associate of the Boston U. chapter of Alpha Epsilon Rho. He is a member of the Finance Committee of President Eisenhower's Committee for Economic Development and the national tv committee of the National Conference of Christians & Jews. He joined Yankee in 1954, moving from WABD (TV) New York where he had been general manager. Previously he had been eastern station relations manager of Mutual network.

## South's 'All Shook Up' Over Networks' Whammy

A NEW rebel yell came out of the South last week:

"Let's not put the whammy on Mammy!"

The quote belongs to Gov. Leroy Collins of Florida, one of many officials, legislators and citizens who joined the cry against radio and tv networks "censoring" from songs (particularly Stephen Foster's) terms some consider derogatory to the Negro and others consider part of the South's heritage. Echoes of Gov. Collins' sentiments were heard within the halls of Congress.

The movement originated two weeks ago at the Stephen Foster Memorial Museum on the Suwannee River in Flordia. After an initial salvo by Foster L. Barnes, superintendent of the museum, these officials joined the attack: Earl W. Brown, chairman of Florida's Stephen Foster Memorial Commission; Gov. Collins and state legislators; Reps. John C. Watts and Frank L. Chelf (both D-Ky.) and Florida's Democratic Reps. Robert L. F. Sikes, Dr. R. (Billy) Matthews and A. S. Herlong Jr.

They called variously for investigation by the House Commerce Committee of network practices on song censorship and wrote members of the FCC and network presidents.

The two state songs affected are "Way Down Upon the Suwannee River" and "My Old Kentucky Home." Networks have admitted to changing "darkies" to "chillen" and "folkses" and in these songs and to blue-penciling "mammy" and "Old Black Joe" in others.

These changes were likened by Congressmen to practices in Russia or Hitler's Germany; they were called by Rep. Watts in the *Congressional Record* "the worst incidence of 'book burning' that has been called to my attention in the United States in modern times." The fear expressed by Stephen Foster Memorial officials that song censorship could be extended to news and other fields was repeated on Capitol Hill.

Identical bills (H. Res. 364-6) introduced in the House by Reps. Watts, Sikes and Matthews direct the House Commerce Committee to investigate the scope of network policy on song lyrics, whether any such policy violates the Constitution and whether the FCC has power to "prohibit such arbitrary censorship." The bills were directed to the House Rules Committee, which would originate any request for a hearing.

NBC and CBS officials were quoted as confirming that such words as "massa," "darky" and "mammy" are edited, but ABC said it drops these words only from popular not traditional songs. MBS admitted to no such policy in this case but said singers drop these words on their own. One recording firm said its own yardstick is "good taste."

The reported feeling on the part of networks that some of Foster's words are offensive to a large segment of the audience was confirmed in an NAACP statement which said the organization "certainly objects to any term that denotes a racial slur. That would include darky, nigger or coon." Negro Rep. Charles C. Diggs (D-Mich.) said such changes do not represent censorship but are "a matter of good taste."

None of the words censored is contained in the list maintained by the NARTB Tv Code Review Board. The Tv Code and Radio Standards of Practice—networks are subscribers to the code—contain general statements about sensitivities of various races, creeds and nationalities. An NARTB spokesman said that the Tv Code directive which says that "words (especially slang) derisive of any race, color, creed, nationality or national derivation . . . are forbidden" would be applicable to song lyrics.

## ABN Names Eichmann to Head Sales Development, Research

APPOINTMENT of Raymond F. Eichmann, sales development manager for John Blair & Co., as director of sales development and research for the American Broadcasting Network is being announced today (Monday) by ABN President Robert E. Eastman.

MR. EICHMANN

Mr. Eichmann's responsibility, Mr. Eastman explained, "will be to develop a full-line of tailor-made yet flexible and imaginative presentations . . . designed to show advertisers how they can best use radio and American Broadcasting programs. [He] has achieved outstanding results in producing creative presentations and I know he will bring a fresh and effective approach to network radio."

The appointment becomes effective Aug. 5. Mr. Eichmann has been sales development chief for the Blair radio station representation firm—where Mr. Eastman was executive vice president before moving to ABN earlier this year—since March 1955, and before that was with NBC and Foote, Cone & Belding. He started at NBC in 1952 as an audience measurement analyst, rising successively to supervisor of the ratings division and head of sales development for the *Today*, *Home* and *Tonight* unit. He was with FC&B in 1951-52 as a media research analyst.

## Salomon Names Three Executives To NBC Special Projects Staff

THE lineup of executives for NBC-TV's special projects organization was announced last week by Henry Salomon, new director of the group [B•T, May 28].

Those named include Donald B. Hyatt, associated with Mr. Salomon in producing and creative capacities since the inception of the *Victory at Sea* series, who has been appointed manager, special projects programs; James Nelson, with Mr. Salomon for the past year and a half and earlier with NBC as director of advertising and promotion and assistant to the president, who has been designated manager of program services, and

**Today we are 34$^{364}/_{365}$. Let there be dancing in the streets.**

**WMT • 600 kc •** ***CBS Radio for Eastern Iowa*** **Reps:** ***The Katz Agency***

# Yours For The Asking

There's been some talk in the trade about radio stations copyrighting program formulas. We understand one operator will even "sell" you his formula, like a bottle of patent medicine.

Those of us who work at WCUE and WICE take a different view of things:

> **We believe that Broadcasting is a profession dedicated to the public welfare. As a profession, we doubt that Broadcasting's techniques are something either to be peddled or bottled up by copyrights. (It's difficult to imagine a Physician, for example, copyrighting his method of treating patients.)**

We're delighted to share our techniques, our thoughts, our know-how with anyone in the Industry. We believe that, if *we're* practicing good radio and others want to borrow our ideas, radio and the general public will benefit.

> **In fact, in both Akron and Providence we immensely enjoy being the most imitated station. It's helped the Industry in both cities.**

Our Independent "formula", therefore, is at your disposal. Any sincere North American broadcaster is free to use any of our techniques. You may copy our dynamic news-gathering CONTACT REPORTS, our methods of beep-phoning stories, our no-punches-pulled editorials. You may adapt our precise pattern of news-music, our saturation public service style, our gimmicks, sound effects and engineering techniques.

> **We'll even help you do it. If you want to bring a tape recorder and air check us, we'll be glad to make hotel reservations for you.**

In fact, whatever the WCUE-WICE staffs have learned in our combined 700 plus man-years of broadcasting is yours for the asking.

Cordially,

Tim Elliot

Tim Elliot

**The ELLIOT STATIONS**
*great independents · good neighbors*
TIM ELLIOT, President
Akron, Ohio - **WCUE** / **WICE** - Providence, R. I.

The John E. Pearson Co. National Representatives

John W. Kiermaier, recently in charge of administration for the public affairs department of NBC, who has been appointed manager of administration for the new organization.

Mr. Salomon said he will announce soon the establishment of the separate program units which will be part of the new organization.

## AB-PT Treasurer Siegel Given Additional Coordination Job

SIMON B. SIEGEL, treasurer of both American Broadcasting-Paramount Theatres and its ABC divisions, has been given additional responsibilities as coordinator between ABC-owned television stations and ABC-TV, AB-PT President Leonard H. Goldenson is announcing today (Monday).

MR. SIEGEL

The liaison post, Mr. Goldenson explained, was created to keep the managers of the five ABC-TV owned stations more fully advised on all matters affecting the relationship between their stations and the network.

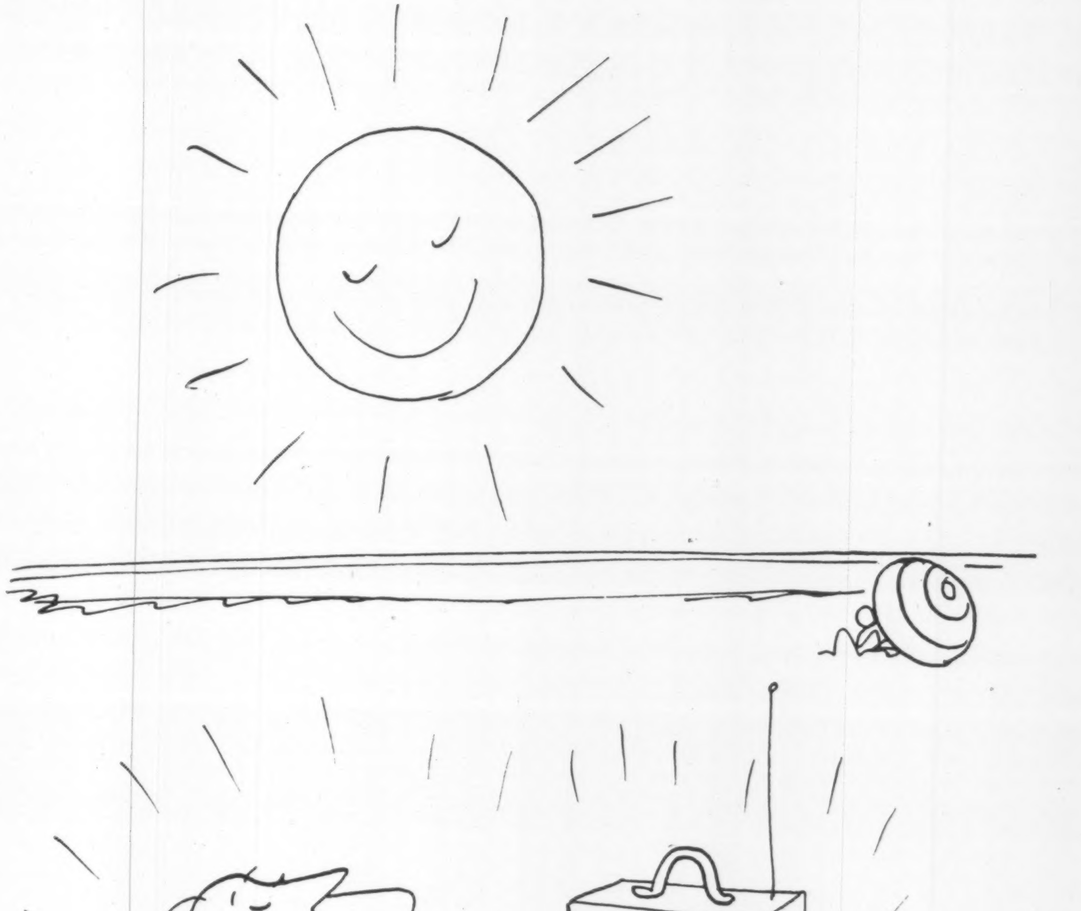
In addition, it was understood responsibility for ABC general services, which includes approval of purchases and other expenditures, is being transferred to Mr. Siegel. In the past, general services functions have been handled through Frank Marx, engineering vice president. The change is being made, it was reported, on the theory that purchasing and other such general services functions logically relate more directly to the financial than to the engineering division.

## NBC Radio New Business $2 Million During Week

TWO million dollars in new business was placed on NBC Radio last week, according to William K. McDaniel, vice president, NBC Radio Network sales. Advertisers placing new orders are:

Time Inc. (*Life* magazine), through Young & Rubicam, one-quarter sponsorship of *News of the Hour* starting Aug. 19 [CLOSED CIRCUIT, July 22]; Swift & Co., 26-week participation on daytime schedule, through J. Walter Thompson Co.; Plough Inc., 30-week participation schedule on *NBC Bandstand* and *My True Story*, through Lake-Spiro-Shurman; General Mills Inc. (Betty Crocker mixes) through BBDO, daytime participations, and for Wheaties, through Knox Reeves Adv., 13 *Monitor* segments; American Motors Corp., 20 five-minute *Monitor* newscasts, through Geyer Adv.; Pharma-Craft Corp., *News of the World* participations, through J. Walter Thompson Co.

Hotpoint Co., 20 daytime participations weekly; General Motors Corp., two-week schedule on *Monitor;* Parker Bros., two-week daytime participation schedule; U. S. Steel Corp., participations on *My True*



*Folks get a glow from*

**WWDC** *radio*

Represented nationally by John Blair & Company

* PULSE: Jan.-Feb., March-April, May-June 1957

***1st *six straight months* in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins**

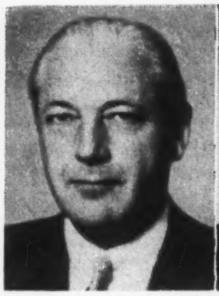
*Story;* [B•T, July 22]; B. F. Goodrich, nine *Monitor* participations on Labor Day weekend; Best Foods Inc., daytime saturation campaign. Agencies are: Hotpoint through Maxon Inc.; General Motors through MacManus, John & Adams; Parker Bros. through Badger & Browning & Parcher; U. S. Steel, BBDO; B. F. Goodrich, Griswold-Eshelman Co.; Best Foods, Dancer-Fitzgerald-Sample.

F. Schumacher & Co. (Waverly Fabrics Div.) renewed its sponsorship of 10 five-minute *Monitor* fashion segments each weekend for six weeks starting Sept. 6. Agency: Ehrlich, Neuwirth & Sobo Inc.

## Lazarus Elected Secretary Of AB-PT Succeeding O'Brien

ELECTION of Herbert B. Lazarus as secretary of American Broadcasting-Paramount Theatres, parent company of ABC-TV and American Broadcasting Network, was announced by AB-PT President Leonard H. Goldenson last week. Mr. Lazarus also is vice president and general counsel of the corporation.

Mr. Lazarus succeeds Robert H. O'Brien as secretary. Mr. O'Brien, who also was financial vice president and a member of the AB-PT executive committee, joins Loew's Inc. on Aug. 5 as vice president and treasurer, succeeding Charles C. Moskowitz, who is retiring. The former AB-PT executive was installed as ABC executive vice president coincidentally with the merger of United Paramount Theatres and ABC in February 1953. He was No. 1 man under Robert E. Kintner, then ABC's president, and now executive vice president with NBC-TV. In the fall of 1954, Mr. O'Brien returned to AB-PT as financial vice president upon the request of Mr. Goldenson.


MR. LAZARUS

MR. O'BRIEN

## FROM DRAWING BOARD TO REALITY

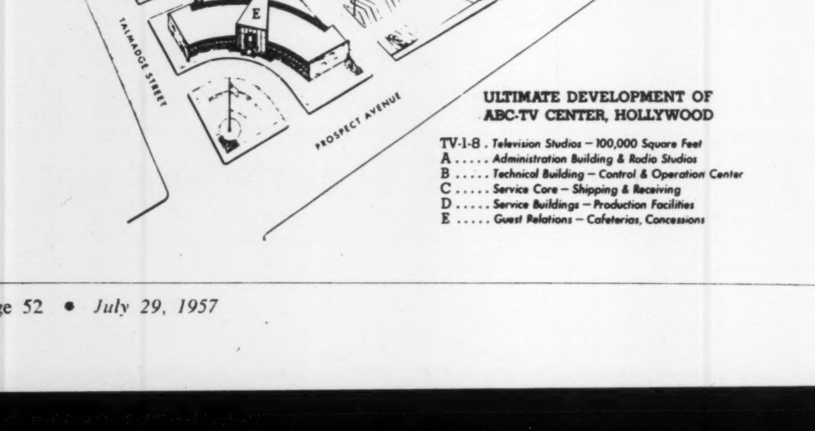
FIRST step in a $30 million development program for ABC's Television Center in Hollywood was taken Wednesday when ground was broken for a new two-story technical building on the 23-acre lot at Prospect and Talmadge Sts.

Plans call for the eventual demolition of the studios now in use, built originally for motion picture production, and their replacement with eight multi-purpose studios. There will also be a three-story administration building, a reception and guest relations building, a technical building—the first to be erected—and a service core as the center of shipping, receiving, storage and general service activities. Flanking this will be twin maintenance buildings, each to service four stages with camera, scenery and small prop storage. Each building will also contain rehearsal rooms and scoring stages, as well as building maintenance, paint and carpentry shops.

The administration building will house executive offices, sales and promotion offices and accommodations for publicity, personnel, communications and other operational departments. The guest relations building will include a reception room for guests, a cafeteria for both guests and staff and a few small concession shops.

The studios will be designed for telecasting in color as well as black-and-white and will be equipped with removable seating units so that audience participation programs may be accommodated. Between adjacent studios there will be a two-story core for wardrobe, make-up and dressing rooms for performers. Parking facilities near the buildings will accommodate up to 1,200 cars.

The production expansion is being conducted under the supervision of the ABC engineering division, with Frank Marx, vice president in charge of engineering, and Ted Grenier, chief engineer of ABC's western division, in charge of the project. Plans for the expansion were drawn by the Austin Co., engineers and builders. The project is scheduled to be completed by late 1958 or early 1959.



**ULTIMATE DEVELOPMENT OF ABC-TV CENTER, HOLLYWOOD**

TV-1-8 . *Television Studios — 100,000 Square Feet*
A . . . . . *Administration Building & Radio Studios*
B . . . . . *Technical Building — Control & Operation Center*
C . . . . . *Service Core — Shipping & Receiving*
D . . . . . *Service Buildings — Production Facilities*
E . . . . . *Guest Relations — Cafeterias, Concessions*

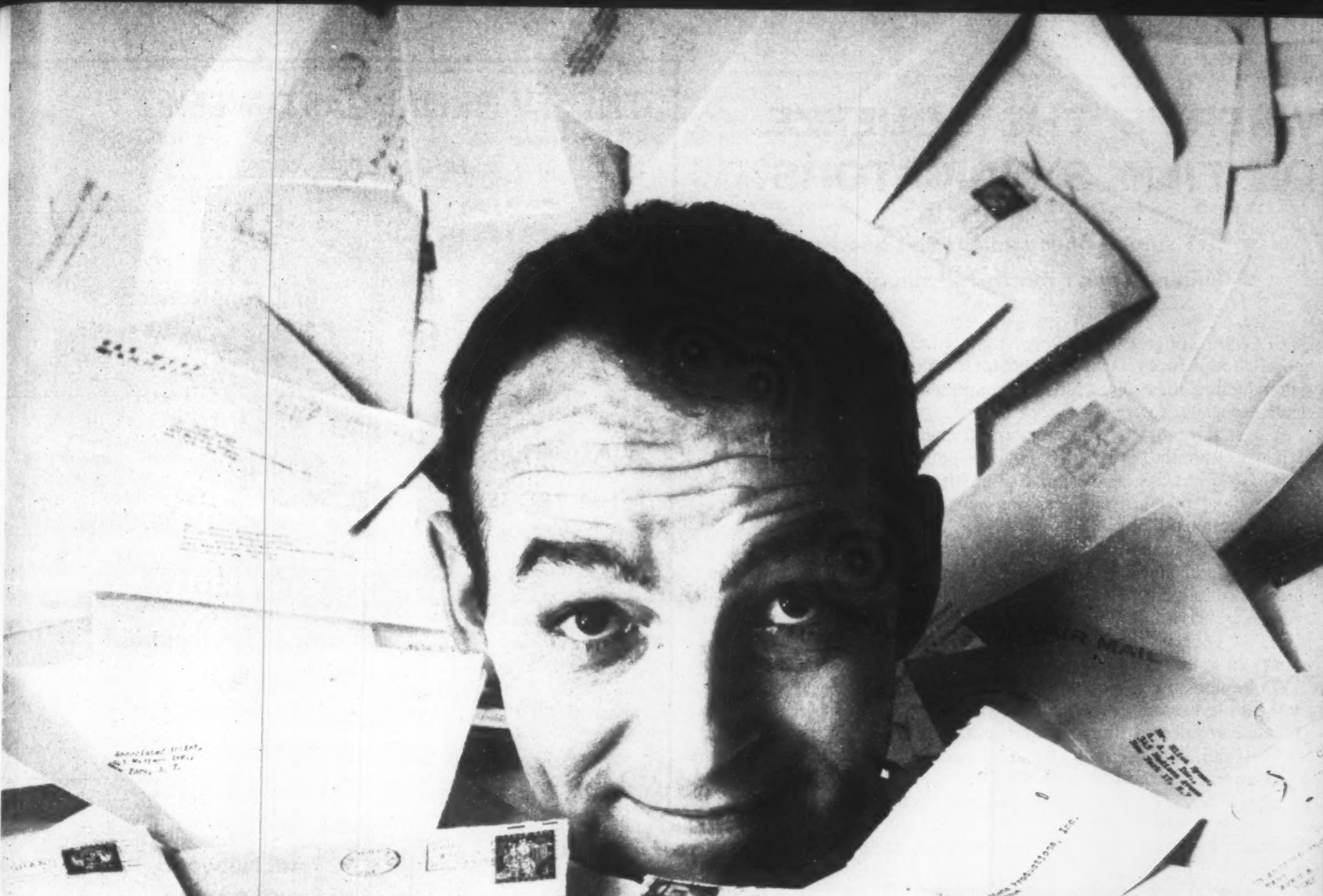
## NBC-TV Talks to Caesar, Coca About '58 Half-Hour Tv Series

NEGOTIATIONS were underway last week to star Sid Caesar and his former tv "bride", Imogene Coca, in a new half-hour weekly series on NBC-TV. While details were lacking, it was reported that should negotiations be concluded successfully, the program series would be placed in the schedule about next January.

A key to the discussions was the consideration of an advertiser. It was understood certain potential advertisers, which NBC-TV spokesmen would not identify, are involved in current talks.

Mr. Caesar's relationship with NBC-TV dates back to "early television." At the end of the past season, however, it looked as it that long-time association had been severed indefinitely when the comedy star and the network failed to agree on a future vehicle. (NBC-TV had preferred a weekly half-hour series. Mr. Caesar wanted a longer show. The network also had suggested specials, but the comedian balked at occasional exposure.) *Caesar's Hour* was a fixture on the network for three years but a poor showing in the ratings picture allegedly was responsible for a network decision to drop it. Despite the reluctance of advertisers to go along with the *Caesar's Hour*, the comedian continued to receive plaudits in popularity polls. He was a multi-winner in the most recent "Emmy" awards competition.

Imogene Coca and Mr. Caesar appeared together for a number of seasons on *Your Show of Shows*, a 90-minute program seen on NBC-TV Saturday nights. That program went off the air in 1954 when Mr. Caesar, Miss Coca and producer Max Liebman went their separate ways. Miss Coca then appeared in a short-lived weekly half-hour situation comedy series on NBC-TV. Since that time she has confined her activity to occasional appearances on tv and to the legitimate theatre. Currently she is in a theatre production of "Janus" that is running in Detroit. Mr. Caesar subsequently selected Nanette Fabray and later, Janet Blair to play opposite him on the *Caesar's Hour* program.



# "YOU'RE WELCOME"

They say the nicest things, A.A.P. stations. "Certainly appreciate your help on national sales," writes Robert M. Reuschle, General Sales Manager, WLAC-TV, Nashville, Tenn. "I can confirm these spots to you . . . thanks," remarks Mike Shapiro, Managing Director, KTVX, Tulsa. "We certainly appreciate the efforts of your National Sales Department in signing accounts for us," adds Robert N. Ekstrum, Commercial Manager, WCCO-TV, Minneapolis, Minn.

These comments are typical replies to our letter announcing the latest sales made for stations by our National Sales Department. Through its efforts, two prominent toy companies purchased two participations a week in A.A.P.'s Popeye cartoons—*wherever they're shown, from coast to coast.*

To harness the pulling power of A.A.P. feature and cartoon programs with the extra strength of this unique selling team, write, wire or phone:

**a.a.p. inc.**

*Distributors for Associated Artists Productions Corp.*

*345 Madison Ave. MUrray Hill 6-2323* NEW YORK
*75 E. Wacker Dr. DEarborn 2-2020* CHICAGO
*1511 Bryan St. RIverside 7-8553* DALLAS
*9110 Sunset Blvd. CRestview 6-5886* LOS ANGELES

# WHERE'S THE SQUEEZE ON FILM SYNDICATORS?

- **B•T survey finds stations still good users**
- **Findings don't match Hill allegation**

DESPITE a congressional report that indicated network practices had created a rocky business road for tv film syndicators, the television stations themselves report a continued flourishing use of films made especially for tv.

In a staff report by the Senate Commerce Committee released early this month [B•T, July 1], one point alleged that network monopoly on U. S. television had made film syndication a risky business and that less and less non-network programming is available to stations.

B•T's semi-annual survey of programming disclosed no such trend. In fact, among interconnected network affiliates during the week of March 3-9, 1957, non-network film fare accounted for an average of 31 hours, 14 minutes of programming. This compares to the 31 hours, 8 minutes average for the fall of 1956 and the 29 hours, 22 minutes average for the spring of 1956.

While increased use of film made for theatrical showing provided the healthiest boost in this category among interconnected network affiliates, syndicated film this March averaged just 15 minutes less than last fall, but averaged 13 minutes more than in March of 1956.

[In appraising the accompanying chart where it shows a decline in non-network tv film by non-interconnected network affiliates, the reader should keep in mind that only slightly more than 3% of the returns in B•T's survey were from stations in this diminishing classification.]

Film use at non-network stations dropped off, but such a decline might be expected with independents reporting average weekly operating schedules down from 79 hours, 55 minutes last fall to 65 hours, 51 minutes this spring. Though not quite as small a group as the non-interconnected network affiliates, the non-network classification is also a decided minority (less than 8%) in the overall number of stations responding to the survey.

In this seventh B•T study, the pattern of past surveys continued:

1. The average broadcast week of all U. S. television stations increased, rising 38 minutes since last fall to 102 hours, 21 minutes. Over the past two years, average programming schedules have grown 13 hours, 39 minutes. At the present time, stations in the Mid-Atlantic region are averaging the biggest program weeks.
2. Local live programming continued to decrease slightly. Stations averaged 14 hours, 37 minutes.
3. Affiliate use of network programs increased. The interconnected affiliates' average grew to 60 hours, 44 minutes, a 1.1% rise over last fall. The non-interconnected affiliates' use of network shows rose 3.1% although here again it must be considered that there are relatively few remaining stations in this category and, accordingly, there is little effect on the aggregate totals for affiliates.

The few non-interconnected stations are located in western states of sparse population and wide open spaces not yet penetrated by AT&T's coaxial cable or microwave radio relay intercity connections.

Films made for theatrical viewing found increased popularity in station programming, particularly among the interconnected network affiliates which devoted an average of 16 hours, 19 minutes weekly to such non-network fare. Part of this can be traced to the ever-increasing number of movie films that Hollywood is releasing to television. These newer releases, unlike the available products of early tv days, are of more acceptable calibre and are being used more frequently and in better time slots.

Use of film on the networks experienced another mild gain last March with the three-network weekly total reaching 58 hours, 30 minutes. ABC-TV, which regularly leads network film utilized, dipped slightly from 26 hours, 10 minutes to 24 hours. This drop, plus a very small decrease in film use at NBC-TV, was more than compensated for, however, by the addition of three film hours at CBS-TV.

Total network hours for both film and live programming reached

## THE TV BROADCAST WEEK

*FILM—NETWORK—LOCAL*

| | |
|---|---|
| **NON-NETWORK FILM PROGRAMS** | **Total Non-Network Film** |
| | **Specially Made for Tv** |
| | **Made for Theatrical Showing** |
| **NETWORK ORIGINATED PROGRAMS** | **Total Network Programs** |
| | **Off Coaxial Cable or Microwave** |
| | **Kine** |
| **LOCAL LIVE PROGRAMS** | |
| **TOTAL PROGRAMS** | **Average Total Hours and Minutes on Air Per Week** |

* Figures for all stations not available for previous years.

| | Interconnected Network Affiliates | | Non-Interconnected Network Affiliates | | Non-Network Stations | | All Stations | |
|---|---|---|---|---|---|---|---|---|
| Survey Date | Average Hrs. Per Week | % of Total Schedule | Average Hrs. Per Week | % of Total Schedule | Average Hrs. Per Week | % of Total Schedule | Average Hrs. Per Week | % of Total Schedule |
| 3/57 | 31:14 | 29.5% | 30:53 | 50.7% | 45:53 | 69.7% | 31:36 | 30.9% |
| 10/56 | 31:08 | 29.4% | 34:45 | 61.6% | 61:55 | 77.5% | 34:20 | 33.7% |
| 3/56 | 29:22 | 28.6% | 30:08 | 52.6% | 63:32 | 74.6% | 30:57 | 31.1% |
| 10/55 | 30:24 | 31.0% | 41:31 | 64.2% | 51:35 | 72.0% | 32:08 | 34.0% |
| 3/55 | 27:11 | 28.9% | 31:50 | 53.2% | 21:27 | 51.4% | 27:02 | 30.4% |
| 12/53 | 23:38 | 29.7% | 22.34 | 48.3% | 18:51 | 52.6% | * | * |
| 6/53 | 25:37 | 27.3% | 29:01 | 54.2% | 31:00 | 60.8% | * | * |
| 3/57 | 14:55 | 14.1% | 22:00 | 36.1% | 17:00 | 25.8% | 15:15 | 14.9% |
| 10/56 | 15:10 | 14.3% | 22:22 | 39.6% | 23:33 | 29.5% | 18:07 | 17.8% |
| 3/56 | 14:42 | 14.3% | 17:01 | 29.7% | 32:39 | 38.3% | 15:38 | 15.7% |
| 10/55 | 15:18 | 15.6% | 27:31 | 42.0% | 23:05 | 32.2% | 16:24 | 17.4% |
| 3/55 | 12:26 | 13.2% | 13:33 | 22.6% | 8:51 | 21.2% | 12:12 | 13.8% |
| 12/53 | 9:48 | 12.3% | 8:33 | 18.3% | 7:36 | 21.2% | * | * |
| 6/53 | 9:27 | 10.2% | 11:41 | 21.5% | 8:43 | 17.7% | * | * |
| 3/57 | 16.19 | 15.4% | 8:53 | 14.6% | 28:53 | 43.9% | 16:21 | 16.0% |
| 10/56 | 15:58 | 15.1% | 12:23 | 22.0% | 38:22 | 48.0% | 16:13 | 15.9% |
| 3/56 | 14:40 | 14.3% | 13:07 | 22.9% | 30:53 | 36.3% | 15:19 | 15.4% |
| 10/55 | 15:06 | 15.4% | 14:20 | 22.2% | 28:30 | 39.8% | 15:44 | 16.6% |
| 3/55 | 14:45 | 15.7% | 18:17 | 30.6% | 12:36 | 30.2% | 14:50 | 16.6% |
| 12/53 | 13:50 | 17.4% | 14:01 | 30.0% | 11:15 | 31.4% | * | * |
| 6/53 | 16:10 | 17.1% | 17:20 | 32.7% | 22:17 | 43.1% | * | * |
| 3/57 | 60:44 | 57.4% | 15:42 | 25.7% | | | 56:08 | 54.8% |
| 10/56 | 59:33 | 56.3% | 12:45 | 22.6% | | | 52:15 | 51.4% |
| 3/56 | 57:23 | 55.8% | 15:00 | 26.2% | | | 52:28 | 52.8% |
| 10/55 | 51:49 | 52.8% | 10:06 | 15.6% | | | 46:41 | 49.2% |
| 3/55 | 47:45 | 50.7% | 10:48 | 18.0% | | | 42:26 | 47.9% |
| 12/53 | 39:31 | 49.6% | 11:12 | 24.0% | | | * | * |
| 6/53 | 48:11 | 51.6% | 12:37 | 23.4% | | | * | * |
| 3/57 | 55:57 | 52.8% | | | | | 51:18 | 50.1% |
| 10/56 | 54:34 | 51.6% | | | | | 47:33 | 46.8% |
| 3/56 | 52:16 | 50.9% | | | | | 47:07 | 47.4% |
| 10/55 | 45:26 | 46.3% | | | | | 40:24 | 42.6% |
| 3/55 | 41:20 | 43.9% | | | | | 36:16 | 41.0% |
| 12/53 | 31:57 | 40.1% | | | | | * | * |
| 6/53 | 37:42 | 40.4% | | | | | * | * |
| 3/57 | 4:47 | 4.5% | 15:42 | 25.7% | | | 4:50 | 4.7% |
| 10/56 | 4:59 | 4.7% | 12:45 | 22.6% | | | 4:42 | 4.6% |
| 3/56 | 5:03 | 4.9% | 15:00 | 26.2% | | | 5:21 | 5.4% |
| 10/55 | 6:23 | 6.5% | 10:06 | 15.6% | | | 6:17 | 6.6% |
| 3/55 | 6:25 | 6.8% | 10:48 | 18.0% | | | 6:10 | 6.9% |
| 12/53 | 7:34 | 9.5% | 11:12 | 24.0% | | | * | * |
| 6/53 | 10:29 | 11.2% | 12:37 | 23.4% | | | * | * |
| 3/57 | 13.53 | 13.1% | 14:22 | 23.6% | 19:58 | 30.3% | 14:37 | 14.3% |
| 10/56 | 15:00 | 14.3% | 8:57 | 15.8% | 18:00 | 22.5% | 15:08 | 14.9% |
| 3/56 | 16:00 | 15.6% | 12:07 | 21.2% | 21:38 | 25.4% | 16:03 | 16.1% |
| 10/55 | 15:56 | 16.2% | 13:04 | 20.2% | 20:05 | 28.0% | 15:59 | 16.8% |
| 3/55 | 19:16 | 20.4% | 17:14 | 28.8% | 20:16 | 48.6% | 19:14 | 21.7% |
| 12/53 | 16:31 | 20.7% | 12:55 | 27.7% | 17.01 | 47.4% | * | * |
| 6/53 | 19:46 | 21.1% | 11:53 | 22.4% | 19:57 | 39.2% | * | * |
| 3/57 | 105:51 | | 60.57 | | 65:51 | | 102:21 | 100.0% |
| 10/56 | 105:41 | | 56:27 | | 79:55 | | 101:43 | 100.0% |
| 3/56 | 102:41 | | 57:15 | | 85:10 | | 99:28 | 100.0% |
| 10/55 | 98:09 | | 64:41 | | 71:40 | | 94:48 | 100.0% |
| 3/55 | 94:12 | | 59:52 | | 41:43 | | 88:42 | 100.0% |
| 12/53 | 79:49 | | 46:41 | | 35:52 | | * | * |
| 6/53 | 93:34 | | 53:31 | | 50:57 | | * | * |

## FILM ON THE NETWORKS

| | | FILM | | LIVE | | TOTAL |
|---|---|---|---|---|---|---|
| | Dates | Weekly Hrs. | On Air | Weekly Hrs. | On Air | Weekly Hrs. |
| **ABC-TV** | 3/56 | 24:00 | 58.9% | 16:45 | 41.1% | 40:45 |
| | 10/56 | 26:10 | 63.1% | 15:20 | 36.9% | 41:30 |
| | 3/56 | 25:00 | 59.8% | 16:30 | 40.2% | 41:30 |
| | 10/55 | 14:30 | 41.4% | 20:30 | 58.6% | 35:00 |
| | 3/55 | 9:30 | 40.4% | 14:00 | 59.6% | 23:30 |
| | 12/53 | 14:45 | 38.6% | 23:30 | 61.4% | 38:15 |
| | 6/53 | 13:45 | 47.8% | 15:00 | 52.2% | 28:45 |
| **CBS-TV** | 3/57 | 21:00 | 24.7% | 64:00 | 75.3% | 85:00 |
| | 10/56 | 18:00 | 20.0% | 70:00 | 80.0% | 88:00 |
| | 3/56 | 15:30 | 18.5% | 70:45 | 81.5% | 86:15 |
| | 10/55 | 17:15 | 21.0% | 66:45 | 79.0% | 84:00 |
| | 3/55 | 11:30 | 13.7% | 72:30 | 86.3% | 84:00 |
| | 12/53 | 5:50 | 8.2% | 65:55 | 91.8% | 71:45 |
| | 6/53 | 8:00 | 13.3% | 52:00 | 86.7% | 60:00 |
| **NBC-TV** | 3/57 | 13:30 | 16.1% | 81:30 | 83.9% | 94:00 |
| | 10/56 | 13:40 | 16.3% | 70:20 | 83.7% | 84:00 |
| | 3/56 | 8:30 | 10.0% | 75:10 | 90.0% | 83:40 |
| | 10/55 | 13:30 | 16.2% | 70:00 | 83.8% | 83:30 |
| | 3/55 | 8:00 | 8.5% | 86:45 | 91.5% | 94:45 |
| | 12/53 | 14:03 | 20.8% | 53:23 | 79.2% | 67:26 |
| | 6/53 | 12:20 | 18.1% | 55:40 | 81.9% | 68:00 |
| **ALL TV NETWORKS** | 3/57 | 58:30 | 26.5% | 162:15 | 73.5% | 220:45 |
| | 10/56 | 57:50 | 27.1% | 155.40 | 72.9% | 213:30 |
| | 3/56 | 49:00 | 23.2% | 162:25 | 76.8% | 211:25 |
| | 10/55 | 45:15 | 22.3% | 157:15 | 77.7% | 202:30 |
| | 3/55* | 29:30 | 13.3% | 193:00 | 86.7% | 222:30 |
| | 12/53* | 34:38 | 17.0% | 170:18 | 83.0% | 204:56 |
| | 6/53* | 34:05 | 18.5% | 158:10 | 81.5% | 184:15 |

* These totals for these dates include data from the DuMont Television Network, which ceased operating before October 1955.

220 hours, 45 minutes. Only previous higher total was in the spring of 1953, but this included programming of the former DuMont Television Network.

## Official Reports $1.3 Million In Early Sales on Three Series

OFFICIAL Films Inc., New York, has completed more than $1.3 million in sales during the pre-production period of three new half-hour tv film series, it was announced last week by Harold Hackett, president. The sales were made on behalf of the *Decoy*, *Sword of Freedom* and *The Big Story* series.

Mr. Hackett pointed out that the sales, made exclusively to tv stations, underline the need of outlets for "top-quality programming they may offer to local and regional advertisers to compete favorably with national-network sponsors."

He announced that the latest Official Films property is *Decoy*, which will be produced by Pyramid Productions, New York, starting in September. Thirty-nine episodes of the mystery-adventure series, based on stories of the Police Women's Bureau of New York, are budgeted at a total cost of $1.2 million. Pre-production sales amounting to $600,000, he said, have been made to WPIX (TV) New York, WGN-TV Chicago, KTTV (TV) Los Angeles, WPFH (TV) Wilmington-Philadelphia, WBZ-TV Boston, KPIX (TV) San Francisco, KYW-TV Cleveland, KING-TV Seattle, KDKA-TV Pittsburgh and WTIC-TV Hartford.

Pyramid Productions, Mr. Hackett added,

Adventure
Sailor of Fortune

is scheduled to begin production on *The Big Story* later this summer. The series already has orders totaling $250,000 covering sales in New York, Los Angeles and Washington. It had been carried as a live, network presentation over NBC-TV since 1951. Burgess Meredith will serve as host-narrator of the film version. The 39-episode series carries a budget of $800,000, according to Mr. Hackett.

The *Sword of Freedom* series will be produced this summer in Britain by Sapphire Films Ltd. and already has recorded sales exceeding $500,000, Mr. Hackett reported. Sapphire has set a budget of $900,000 on 39 half-hours, he added.

Mr. Hackett also announced that Official has obtained distribution rights to 26 episodes of the half-hour *Errol Flynn Theatre*, an anthology series produced by Canadian producer Marcel Le Duc. The series was placed into distribution about three months ago by King-Shore, New York, and was sold in about 30 markets. It was reported that when sales lagged, Mr. Le Duc decided to turn over distribution of the series to Official, which will offer the program through its station sales division.

## Leo Productions Sets Series

LEO PRODUCTIONS, movie and tv film program producer headed by director Francis D. Lyon, has announced it will film a series of 39 half-hour tv programs titled *Virginia City* and aimed at 1958 distribution. The broadcasting series will be based on stories reported in the *Virginia City Territorial Enterprise* from the inception of this famed newspaper in 1858 to 1916 (when it suspended publication) and from 1953, when Lucius Beebe and Charles Clegg started it again. Leo Vice President Howard A. Stotler secured the tv and movie rights to the history and files of the paper.

## Fox, Ezzes Up for C&C Posts; Vote Due on Reorganization

MATTHEW FOX will be proposed as president of C & C Television Corp. and Erwin H. Ezzes as vice president and general sales manager today (Monday) at a special stockholders' meeting of the parent company C & C Super Corp. in Wilmington, Del. The main business on the agenda is to spinoff National Phoenix Industries Inc. (food, beverage and manufacturing operations) from C & C Super Corp. [AT DEADLINE, July 15].

Mr. Fox and Mr. Ezzes have been serving as vice presidents of C & C Super and as the chief (but untitled) executives of C & C Television Corp., which has been distributing the RKO Library of feature films domestically and abroad. Under the reorganization, a newly-constructed C & C Television Corp. is envisaged, embracing three subsidiaries: C & C Films Inc:, covering U. S. and Canada; C & C Pan-Atlantic TV Co., Latin America; C & C Internation Tv Film Corp., other overseas markets. C & C Super Corp. now holds about 51 per cent of C & C Television Corp. and Phoenix Industries.

**GROUND** was broken last Monday at Warner Bros. Studios in Burbank, Calif., for the company's $1 million tv building [B•T, July 15], which will provide facilities for the executive, writing and editorial staffs for some 10 to 15 major full-hour and half-hour filmed tv shows in work simultaneously. Jack L. Warner, president, with actress Natalie Wood, stressed that this is only one part of a continuing building program for tv film production, for which three of Warner Bros. 21 sound stages have been remodeled specifically for television.

*is His Port of Call*

Meet Grant Mitchell . . . "*SAILOR OF FORTUNE*". . . an American at-large destined for adventure. Playing 'Mitch' is *LORNE GREENE*, the rugged, handsome star of stage, films and TV. He visits the world's most fascinating seaports which form the backdrop for unlimited mystery, intrigue, and adventure.

"*SAILOR OF FORTUNE*" is first run everywhere and available everywhere to action-minded stations and sponsors. Naturally, the promotion and merchandising are built right into the series.

See "*SAILOR OF FORTUNE*". For prints and prices contact

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## Vogel, Meyer-Tomlinson Clash Over Control of Loew's Inc.

A FIGHT for control of Loew's Inc., the giant motion picture company parent of MGM-TV, broke out in the open last week. MGM's television activities include leasing of features to tv, production of tv film series, rentals of its Culver City, Calif., studios to tv producers and production of tv commercials.

Involved in the battle: Joseph R. Vogel, president of Loew's since late last fall; Joseph Tomlinson, a Canadian industrialist who is said to hold a major interest in the company, and his associate, Stanley Meyer of New York, who formerly was associated with Jack Webb in Mark VII productions.

Mr. Vogel last week revealed he had filed with the Securities & Exchange Commission in Washington preliminary copies of notice of a special stockholders' meeting Sept. 12 along with preliminary copies of proxy statements. In that meeting, Mr. Vogel will ask for the removal from the Loew's board of Mr. Tomlinson and Mr. Meyer, and for an increase of the board from 13 to 19 members to obtain a working majority for management. Meanwhile, three board members resigned: Frank Pace Jr., executive vice president of General Dynamics Corp.; George Brownell, New York lawyer, and Ogden R. Reid, president and editor of the *New York Herald Tribune*.

According to Mr. Vogel, the Tomlinson group had attempted to wrest control of the firm "under the guidance of" Louis B. Mayer, now 72, and former head of the studio operation. Mr. Vogel's version is that Mr. Mayer was to become a paid studio advisor; Mr. Tomlinson was to be installed as board chairman and Mr. Meyer as president.

## New Hickman Grid Film Planned

PLANS for packaging and producing a 15-minute filmed football-forecast program, *On the Line With Herman Hickman,* were announced Thursday by Derel Producing Assoc., New York. The films are scheduled to be made on Sunday, following Saturday games. Mr. Hickman will "pick the winners" of the following Saturday's games and it is planned to have the films in the mail by Tuesday for viewing Thursday, Friday or before game-time Saturday. This is the second Derel series involving Mr. Hickman. The first, on which three pilot films have been completed, is *Herman Hickman Sports Adventures,* for which a sales campaign is planned for next month.

## Film Festival Modifies Rules

ENTRY rules have been modified for the International Advertising Film Festival, to be held in Cannes, France, in September, according to an announcement by P. E. Taylor, festival director, from London headquarters for the event. Whereas only one-minute commercials formerly were acceptable, two-minute commercials now are eligible for the competition. Entrants have the option of submitting two commercials up to 30 meters each or one 65-meter commercial. Anticipating record attendance at the fourth international film event, officials say more than 300 registrations already have been made.

**PRINCIPALS** in the CBS Television Film Sales deal with Nationwide Insurance Co. for the *Mama* series meet at the home of star Peggy Wood to go over details of the 34-market sale. From left to right are Ben Sackheim, president of the agency bearing his name, which is placing the Nationwide business; Thomas W. Moore, general sales manager of CBS Television Film Sales Inc.; Miss Wood, and Harry Culbreth, vice president in charge of human relations for Nationwide. The insurance firm has bought 26 episodes of the nine-year-old series.

## 'Honeymooners' in 50 Markets; Gross Sales Over $1 Million

MORE than $1 million in gross sales have been made on *The Honeymooners,* half-hour tv film series, in less than a month of its release for syndicated sale, it was announced last week by Thomas W. Moore, general sales manager of CBS-TV Film Sales. The series is scheduled in more than 50 markets.

Clairol Inc. (hair treatment), which earlier had bought *The Honeymooners* through Foote, Cone & Belding, New York, on an alternate week basis in three eastern markets, has increased its coverage to 24 markets for consecutive or alternate week sponsorship, according to Mr. Moore. S & W Fine Foods, through Honig-Cooper, San Francisco, has signed for the series in 11 western markets, Mr. Moore added. CBS-TV Film Sales also has sold the series to more than a dozen stations.

CBS-TV Film Sales also announced last week that production has been launched on a new half-hour tv film series, *The Gray Ghost,* which shortly will be offered for syndication sale. The series, based on the life and legend of Civil War hero John Singleton Mosby, is being produced by Lindsley Parsons in cooperation with CBS-TV Film Sales.

## New Sale for UA Post-'48 Films

UNITED Artists Corp., New York, reports it has sold its post-1948 feature film package to WTOP-TV Washington. The station announced plans to air 27 of 52 films in color as well as black-and-white.

### FILM PRODUCTION

**Arnold Michaelis,** radio and recording interviewer, and **Herb Moss,** New York tv producer-director, have joined forces to produce series of tv programs called *People Worth Knowing*. Format will be based on biographical portraits recorded by Mr. Michaelis, such as interviews with Adlai Stevenson, Mrs. Franklin D. Roosevelt, Mayor Robert F. Wagner of N. Y. and others.

**Robert J. Enders Inc.,** tv film producing company, Washington, D. C., has started shooting series of 39 half-hour color tv films based on stories which have appeared in *Saturday Evening Post* at MGM studios in Culver City, Calif.

### FILM DISTRIBUTION SHORTS

**Gross-Krasne Inc.,** Hollywood, announces first territorial distribution of *O. Henry Playhouse* to KTVA (TV) Anchorage and KTVF (TV) Fairbanks.

**Official Films, N. Y.,** announced it has acquired distribution rights of first-run syndicated anthology series *The Errol Flynn Theatre* from Inter-tv Films Ltd., Canada, producer. Series will be offered to stations throughout country.

### FILM RANDOM SHOTS

**Woodrow Wilson Foundation** announces release for public service of "Woodrow Wilson: Spokesman for Tomorrow," film biography in documentary form to be distributed to stations by Sterling-Movies U. S. A. Inc., N. Y. Film follows former President's career using newsreel footage of his era. It was produced for Foundation by Caravel Films Inc.

# "... you folks heard about the Maine massacre?"

"Indians? Who's talking history? I mean right now . . . up Downeast in Maine. A real slaughter, the way I hear it. Who? That television station in Bangor – WABI-TV – that's who! Tomahawked the stuffings out of the competition in its latest Pulse, Trendex *and* ARB surveys! You folks been in Sumatra or someplace? I thought *everybody* knew about it!"

Bartender Bill at Chandler's (New York hangout for agency chieftains) is hep to the facts. It's true. WABI-TV has warpathed up a list of first places in audience popularity as long as the arm you sign contracts with. Just a few samples: *every one* of the top 15 shows in a Pulse Study covering nine counties . . . 12 of the top 15, the way ARB sees it . . . absolute No. 1 favorite for network, local, syndicated shows, feature films by *all* yardsticks.

Maybe it's a massacre, like Bill says. But we prefer to consider this dominance a logical reward for giving Maine's fast-growing TV audience the best programming with the strongest signal for easy viewing. It's the same caliber of service that makes WABI-Radio tops in its medium, too. Teamed together, this pair is an unbeatable way to capture Maine's best customers. If you spend your money anywhere else, it should be tax-deductible as philanthropy.

wabi AM TV

**Represented by:** George P. Hollingbery — Nationally
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**BANGOR, MAINE**

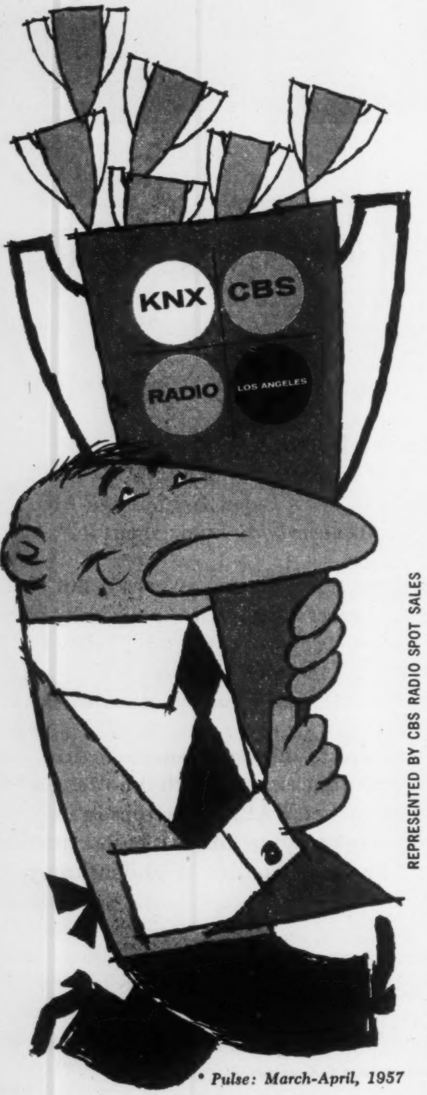
General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network — WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

**Winner takes (almost) all...**

21 of the 24 top Pulse Rated radio shows in Los Angeles are heard on KNX.* That's another reason why Southern California's #1 radio station is the CBS 50,000 watt

**KNX, LOS ANGELES**


KNX
CBS
RADIO
LOS ANGELES
REPRESENTED BY CBS RADIO SPOT SALES

* Pulse: March-April, 1957

# VHFS GO TO PITTSBURGH, SEATTLE

- **Merger applicant gets Pittsburgh ch. 4, third v there**
- **Seattle's ch. 7 deadlock broken, grant goes to KIRO**

THE FCC granted vhf stations to each of two cities last week when it awarded Pittsburgh's ch. 4 to Television City Inc., following a merger of that applicant and Hearst-owned WCAE Inc., and Seattle's ch. 7 to KIRO that city.

With last week's actions, the only tv comparative hearing awaiting final FCC action is Biloxi, Miss., ch. 13.

## FCC AWARDS TELEVISION CITY INC. PITTSBURGH'S THIRD V CHANNEL

PITTSBURGH got its third commercial vhf tv station last week, when the FCC granted ch. 4 McKeesport, Pa., to Television City Inc. The grant was made following a merger agreement between Television City and Hearst Corp. (WCAE Inc.) to own the ch. 4 facility jointly.

The merger, which followed several weeks of intensive negotiations between the principals [B•T, July 1 *et seq.*], also includes a provision to pay the other three applicants $50,000 each for out-of-pocket expenses in prosecuting their applications. They are Matta Enterprises (WLOA Braddock, Pa.), Wespen Television Inc. and Irwin Community Television Co.

The FCC grant was made contingent on Television City's disposal of its interest in KQV before the new tv station begins operating. The grant was unanimous, with Comr. T. A. M. Craven abstaining.

The first initial decision, last year, favored the KQV application. However, following the death of KQV principal Irwin D. Wolf, the hearing was reopened. A second initial decision last April recommended granting the vhf assignment to WCAE. The FCC was unable to muster a majority for any of the applicants; the vote had been split, three commissioners favoring WCAE; three, KQV.

Under the terms of the merger understanding Television City will double its capital stock to 120,000 shares of common $10 par. Hearst will subscribe to 60,000 shares at par value; the other 60,000 shares will remain in the hands of present Television City principals, Earl F. Reed-Irvin D. Wolf Jr. and associates. Both Hearst and the Reed-Wolf group will lend Television City $400,000 each, repayable in 10 years. The board of Television City will comprise six directors, three representing Hearst and three the Reed-Wolf group. Each will have first rights to buy out the other.

Because WCAE will remain in Hearst hands, the agreement provides that the Reed-Wolf group will receive 50% of the amount of WCAE's net income above $300,000 and below $400,000; 25% between $400,000 and $500,000 and 12½% between $500,000 and $600,000. In return the Reed-Wolf group promised to remain out of radio broadcasting in the Pittsburgh area.

It was also agreed Hearst would lend Television City $150,000 to pay the $50,000 to the three withdrawing applicants.

The only vhf outlet operating in Pittsburgh now is ch. 2 KDKA-TV, owned by Westinghouse Broadcasting Co. KDKA-TV is affiliated with all three networks. WIIC (TV), on ch. 11, plans to begin operating next month, with NBC. WIIC was granted following a merger agreement between WWSW-*Pittsburgh Post-Gazette* and WJAS Pittsburgh. WQED (TV), on ch. 13 is the Pittsburgh educational, non-commercial station. There also are three uhf grantees.

The merger is the culmination of several years of persistent and painstaking effort, largely on behalf of Hearst by Charles B. McCabe, publisher of the *New York Mirror* and chairman of the radio and television committee of the Hearst Corp. Mr. McCabe has been in almost constant contact with the principals of the four other applicants and, during the past month, has devoted major attention to the basic merger of Television City Inc. principals (KQV) with the Hearst operation. Primary negotiator for Tv City was Earl F. Reed.

The new station will be built with greatest possible dispatch in the hope of providing ABC-TV network service in the important Pittsburgh market prior to the year-end.

Although the Pittsburgh negotiations have occupied Hearst's major attention for several years, the company is still on the alert for additional television properties. Mr. McCabe has stated that Hearst desires its "full complement" of stations. It now has three—WBAL-AM-TV Baltimore, WISN-AM-TV Milwaukee, plus the 50% interest in Pittsburgh.

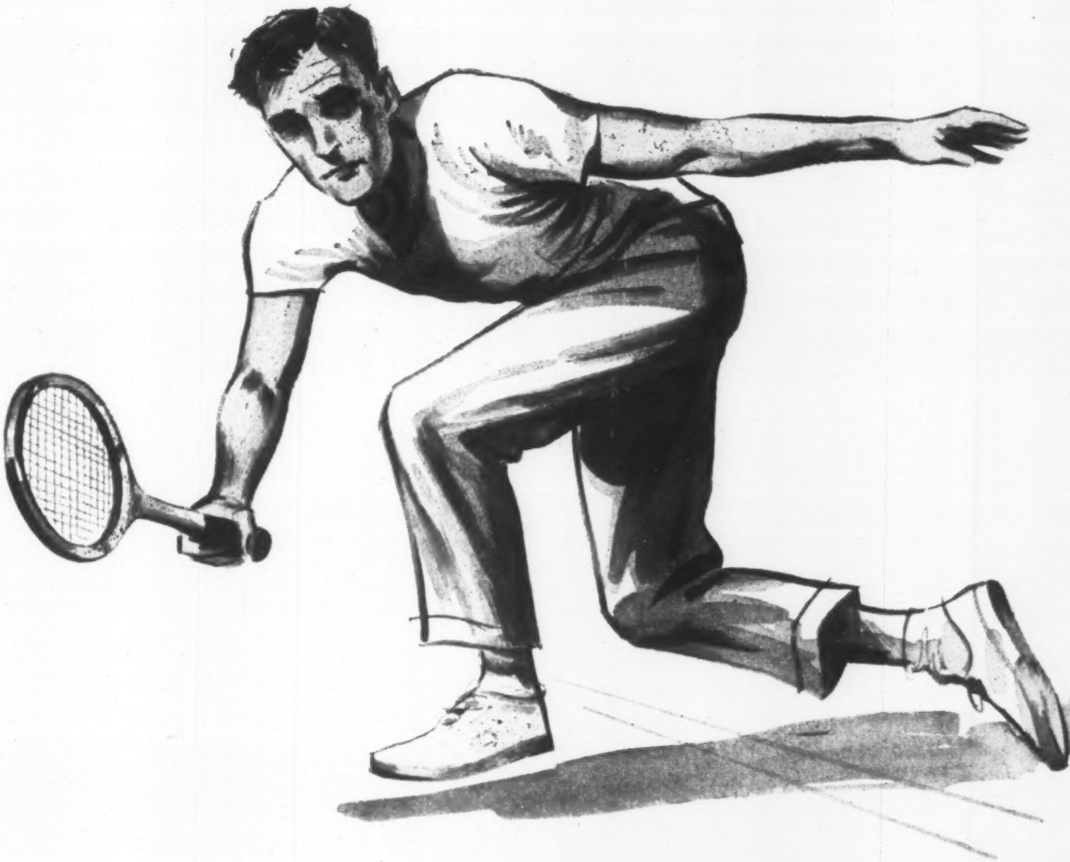
## AWARD OF CH. 7 TO KIRO BREAKS DEADLOCK IN CONTEST AT SEATTLE

THE FCC last week finally broke the deadlock on Seattle's ch. 7 contest and awarded that city's fifth vhf outlet to KIRO Seattle. The Commission granted the KIRO application by a vote of 3 to 2. Chmn. Doerfer voted against the order favoring KIRO, but did not vote in favor of any of the three applicants. Comr. Lee dissented and voted to reopen the record. Comr. Hyde, the sixth member, was on the West Coast on official business. For the past few months the Commission had been split, with three favoring KIRO and three KXA and one KVI.

KIRO, owned principally by Saul Haas and including Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, as one of its stockholders, has held a favorable initial decision since 1955. The Commission last year remanded the case to the examiner to permit competing applicants KXA and KVI to cross-examine Mr. Haas on his activities as part owner and editor of the *Seattle Union Record*, a labor newspaper, in the mid-20s. It was alleged that the *Record* followed a pro-leftist line. In August 1956, the examiner issued a supplemental initial decision affirming his original recommendation.

Oral argument was held before the Commission *en banc* in December 1956.

Seattle-Tacoma has four vhf outlets on



## *You Might Win 7 National Tennis Championships*—*

**BUT . . .** ***YOU NEED WKZO RADIO TO WIN SALES IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!***

NIELSEN NCS NO. 2
NOVEMBER, 1956

| | | | DAYTIME | |
|---|---|---|---|---|
| Station | Radio Homes In Area | Monthly Homes Reached | Weekly NCS Circ. | Daily NCS Circ. |
| **WKZO** | **208,450** | **107,490** | **95,520** | **67,470** |
| B | 106,570 | 43,420 | 38,670 | 25,630 |

**WKZO—CBS for Kalamazoo-Battle Creek and Greater Western Michigan—is one of America's most obvious radio buys. Nielsen figures, left, show that WKZO delivers over 2½ times as many radio homes as its nearest competitor . . . and WKZO has almost *twice* the share of audience, according to Pulse!**

**Take a good look at those November 1956 Nielsen figures. WKZO actually delivers 56% more homes *daily* than the second station can deliver *monthly!***

**Your Avery-Knodel man has all the facts.**

AM—TV—FM

*The Fetzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
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WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
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# WKZO

**CBS Radio for Kalamazoo-Battle Creek
and Greater Western Michigan**

**Avery-Knodel, Inc., Exclusive National Representatives**

**** Bill Tilden did it in 1920, 1921, 1922, 1923, 1924, 1925, and 1929.***

"We're feeling your Station!"

*— That's what New England's LARGEST appliance dealer* has to say about us! They say more, too:*

"Your station sounds like a happy station. *This makes more difference in the selling power of a station than even you may realize.* We are currently concerning ourselves with building a happy, relaxed feeling in our stores, and we know that a happy store comes from a "happy" management. I would guess that your management atmosphere is as relaxed as your announcers . . .

*"Most important, we're feeling your station. It takes quite a while for our continuous media survey to turn up information, but our salesmen feel the stronger trends immediately; AND THEY SAY THEY ARE FEELING WORL."*

*MAGEE'S INC., Boston, in letter dated May 6, 1957,(and they've used all other major Boston Stations and Television too!)

AND THAT'S HOW ADVERTISERS FEEL ABOUT

WORL

BOSTON

5000 watts 950 on your dial

Represented nationally by HEADLEY-REED COMPANY

the air, plus one vhf educational non-commercial station operating. Already functioning are ch. 5 KING-TV, ABC affiliated; ch. 4 KOMO-TV, with an NBC affiliation, and ch. 11 KTNT-TV, with CBS. KTVW (TV) on ch. 13 is independent. KCTS (TV) on ch. 9 is the educational operation.

## Ford's FCC Appointment Clears Senate Commerce Committee

THE appointment of Frederick W. Ford as an FCC commissioner Thursday cleared the Senate Commerce Committee by unanimous vote. This leaves as the last remaining hurdle confirmation by the full Senate.

How soon Mr. Ford's name will come up for Senate approval depends on when that body completes action on the civil rights bill. The Senate now has spent three weeks considering this legislation and it is not known when final disposition will be made. Confirmation however, is expected to be a mere formality, since President Eisenhower's appointment of Mr. Ford has been widely praised within the industry and on Capitol Hill.

## Five Named to Moulder Group; Chief Attorney to Be Chosen

REP. Morgan Moulder (D-Mo.) last week announced the appointment of five more staff members to his Subcommittee on Legislative Oversight, which plans an investigation of the FCC as its first order of business [B•T, July 8].

Remaining to be named, with his selection "imminent," is a chief attorney. Candidates for this position are Dr. Bernard Swartz, professor at New York U., Arthur Keeffe, professor at Catholic U., Washington, and Jay E. (Buck) Taylor, former Missouri attorney general, presently in private practice.

Appointed to the staff last week were investigators Francis X. McLaughlin, formerly with the House Intergovernmental Relations Subcommittee and a onetime White House Secret Service agent, and Oliver Eastland, who has been in investigative work since 1943 and formerly was on the staff of the Senate Judiciary Committee; attorneys Stephen Angland, former consultant to Secretary of Navy and Economic Stabilization Agency and most recently in private practice, and Joseph P. O'Hara Jr. of the Civil Service Commission. Betty Ruth was named to the staff as a secretary.

In a letter to all members of Congress, Mr. Moulder stated the subcommittee is anxious to have "each member of Congress submit suggestions or information . . . for study and investigation. . . ." Many of his colleagues have indicated that they have material and complaints concerning the FCC to turn over to the group.

Baron I. Shacklette, chief investigator for the subcommittee with 19 years experience in the investigative field, reported progress in preparing for October hearings, but that there is still a tremendous amount of work ahead. Mr. Shacklette came to the committee from the Legal & Monetary Affairs Subcommittee of the House Government Operations Committee, where he also was chief investigator.

## FCC Affirms Modification Granted to WSPA-TV in 1954

THE FCC last week affirmed its grant to WSPA-TV Spartanburg, S. C., for modication of construction permit. The case had been in Commission hearings and appeal courts more than three years.

Following the most recent court findings which remanded the case to the FCC, alleging misrepresentation by WSPA-TV and the loss of service to some areas, the Commission ruled this loss was more than compensated for by the regions which will be reached by the new service. The FCC also ruled that although there was misrepresentation, it was, in the Commission's opinion, not a deliberate attempt to deceive it.

The station went on the air in January 1954 with Special Temporary Authorization. The application for construction permit changes was filed April 6, 1954, and granted, without hearing, April 30, 1954. WAIM-TV Anderson and WGVL (TV) Greenville, both S. C., protested the STA and the modification grants. WSPA-TV requested that its STA be canceled and the permit was withdrawn April 18, 1954. The Commission denied the protests of WAIM-TV and WGVL in mid-1954. The two protestants appealed the denial in the U. S. Court of Appeals, Washington, D. C., and the court remanded the case to the FCC for hearing in March 1955.

An initial decision was issued, and on March 9, 1956, the FCC's 1954 grant was affirmed.

The protestants (WAIM-TV and WGVL) appealed this order and the Court reversed the Commission's decision returning the case to the FCC for further proceedings.

## Handwriting Issue Enters Contest for Missouri Station

ISSUES relating to the character qualifications of principals in Kirkwood Broadcasting Co., Kirkwood, Mo., were raised at the FCC last week by St. Charles County Broadcasting Co., St. Charles, Mo. St. Charles introduced testimony of a handwriting expert to back its charges.

Both are applicants for 1460 kc, 5 kw day in Kirkwood and St. Charles, suburbs of St. Louis. Their applications have been set for comparative hearing by the FCC.

St. Charles petitioned the FCC to enlarge the hearing issues to determine, among other things, "whether either James R. Roberts, Robert D. Rapp or Martha M. Rapp [principals in Kirkwood Broadcasting] possess the necessary character qualifications in order to entitle them to become the permittee of the proposed station." The petition charged that there have been a number of instances where the signatures of the three principals "on applications and documents filed with the Commission under oath have been signed by a person or persons other than the person or persons whose name appears thereon."

To substantiate its claim, St. Charles included an affidavit by Karl Schottler, handwriting expert, which purported to show the signatures were not genuine.

The petition also questioned whether or

# Local boy sounds good

## ...WITH AP!

Every line of news on the AP wire is written and edited by experts . . . with an eye on the ear! It's news that is fast-moving, crisp, comfortable to read.

All unfamiliar words and names are spelled out phonetically to assure stumble-free delivery.

Thoroughness of coverage—state, regional, national and international . . . speed and accuracy . . . expert interpretation . . . all come naturally when your station uses AP.

Your sales department also finds it easiest to sel because . . . those who know famous brands know the most famous brand in news is AP.

**THE ASSOCIATED PRESS**
**50 Rockefeller Plaza**
**New York 20, N. Y.**

AP

not there are hidden ownership interests in broadcast stations among the three Kirkwood principals and Cecil W. Roberts and Jane A. Roberts. Cecil W. and Jane A. Roberts are the parents of James R. Roberts and Martha M. Rapp.

Commission records show that Cecil W. and Jane A. Roberts own KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Missouri, KCRB Chanute, Kan., and WINI Murphysboro, Ill.; James R. Roberts is listed as owning KPRG Portland, Ore., and the Rapps are owners of record of KPEG Spokane, Wash.

Principals in St. Charles County Broadcasting Co. are Harmon I. Moseley (advertising executive), 74%, and Omar Schnatmeier (U. S. marshal), 24%.

### FCC Affirms KVAR (TV) Grant For Move of Its Main Studio

KTAR Broadcasting Co., licensee of KVAR (TV) Mesa, Ariz. (ch. 12), may go ahead and move its main studio from one mile west of the city limits to a location in Phoenix.

In April 1956, the FCC granted this permission to KVAR without a hearing. But KTVK (TV) Phoenix, ch. 3, complained that such a move was in violation of the Commission's table of frequency assignments. Consequently, the FCC stayed its original order pending further investigation.

The Commission last week reaffirmed its previous approval. It noted that the new studio location will better meet the needs of the entire area.

### Justice Dept. Gives Sanction To Joint Operations of TASO

THE organization and operations of the Television Allocation Study Organization have the official sanction of the Dept. of Justice, it was reported last week.

The FCC made public Friday a copy of a July 15 letter from Victor R. Hansen, assistant Attorney General in charge of the antitrust division, to FCC Chairman John C. Doerfer, approving the reorganization of TASO's setup and operations. This followed questions of possible antitrust liability first raised by RCA and others on the TASO board, and which were submitted to the Justice Dept. for clarification. Justice suggested last May that a government observer be included on all panels and committees as chairman. This was done last month.

Mr. Hansen's letter referred to this communication and declared that "the organization and operations of TASO and the Commission's relations with TASO have been brought into substantial compliance with the standards of procedure recommended by this department . . . pursuance of the Commission of the forms and degree of supervision described in its letter of June 21, 1957 will provide safeguards to minimize the possibility of antitrust violations arising from the operations of TASO which we considered previously to be lacking."

The department also expressed the view that full and complete minutes be kept of all TASO panel meetings, including original and revised minutes.

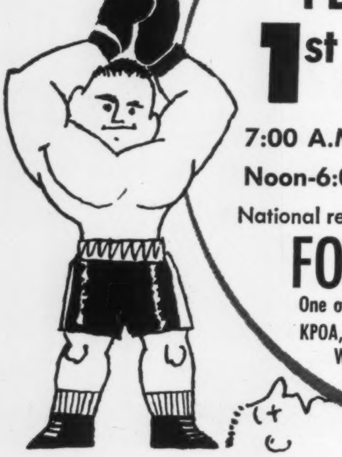
TASO was organized last year to research vhf and uhf propagation and equipment in order to provide the FCC with factual data in its consideration of the uhf-vhf problem. It is directed by Dr. George R. Town, headquartering in Washington. Its board comprises representatives of NARTB, RETMA, AMST, JCET and CCT.

### WKAT Asks Appeals to Stay Move of WPST-TV Transmitter

WKAT Miami Beach, Fla., last week asked the U. S. appeals court in Washington to stay the FCC's grant permitting ch. 10 WPST-TV Miami to move its transmitter to the site once occupied by Storer Broadcasting Co.'s WGBS-TV.

WKAT is one of the unsuccessful applicants for ch. 10 and has been fighting the grant to the National Airlines' subsidiary ever since it was made last February. WKAT also has an appeal pending in the same court against the final decision. On June 27 the Commission denied WKAT's protest against its authorization for WPST-TV to change its transmitter site.

One of the arguments last week was that WPST-TV's financial arrangements had changed, since in paying Storer $600,000 for the old WGBS-TV site plus equipment, it only paid $100,000 in cash. The $500,000 remainder was paid by notes, maturing in five years. This was not revealed in the modification application, WKAT charged. The argument was heard by Circuit Judges David L. Bazelon and Warren E. Burger.



WTAC RADIO DOMINATES!

FLINT, MICHIGAN

1st in the Market

7:00 A.M.-12 Noon . . . . . . . 30.9%

Noon-6:00 P. M. . . . . . . . . . . 33.7%

(Hooper)

National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Network; WFBL, Syracuse, New York; and KTVR, Channel 2, Denver, Colorado.

## FCC Gets Divergent Response On De-mixing N. Y. Tri-Cities

FCC proposals to make Albany-Schenectady-Troy all vhf territory by deleting presently operating uhf channels there and substituting vhf frequencies have met with divergent response, depending on the individual interests of stations concerned.

Some uhf outlets were strictly opposed; other uhf's approved, on the condition they could switch to vhf broadcasting on one of the proposed vhf channels; some vhf's agreed, depending on the nature and location of further vhf assignments.

The Commission last June [B•T, June 24] suggested rule-making which would dispense with channels 35 and 41. In their place, the Tri-City area would become all vhf by the retention of ch. 6 in Schenectady (now used by WRGB [TV], which failed to file comments), ch. 10 in Vail Mills, N. Y., and the relocation of ch. 13 from Rome-Utica, N. Y. to Albany, substituting ch. 2 for ch. 13 in Rome-Utica. This deintermixture turnabout was in marked contrast to the FCC's original proposal last February to make the entire region uhf.

## WTVW (TV) Appeals Ch. 7 Move

WTVW (TV) Evansville, Ind. (ch. 7), has asked the Court of Appeals, Washington, D. C., to reverse the FCC's order of last March shifting ch. 7 from Evansville to Louisville, Ky., and moving ch. 9 from Hatfield, Ind., to Evansville as an educational reservation. The station also requested the court to enjoin the Commission from holding a show cause proceeding in the June 24, 1957, order for WTVW to change operation to ch. 31.

Also filing appeals in the same court were ch. 18 WLEX-TV Lexington, Ky., objecting to the assignment of a vhf channel to Louisville, and WVJS and WOMI, both Owensboro, Ky., whose hearing for ch. 9 Hatfield, Ind., was concluded in 1955, with an initial decision favoring WVJS last February.

## City of Flint Objects To Sharing Vhf Ch. 12

THE FLINT (Mich.) City Commission last week urged the FCC not to consider any proposals assigning ch. 12 to the Saginaw-Bay City-Flint area instead of Flint alone.

At the same time, the city officials called on the Commission to hurry the choice of the ch. 12 grantee.

City Manager Harold C. Chirgwin said the city is larger than the "hyphenated" area of Saginaw-Bay City and deserves its own station.

Ch. 12 in Flint has been the subject of a long and complicated struggle. WJRT (TV) holds disputed authority to the frequency at present. Still contesting the grant are WFDF Flint and W. S. Butterfield Theatres Inc.

Last July the FCC called on interested parties to comment on the WKNX-TV Saginaw ch. 57 petition to move ch. 12 to the Saginaw-Bay City-Flint area.

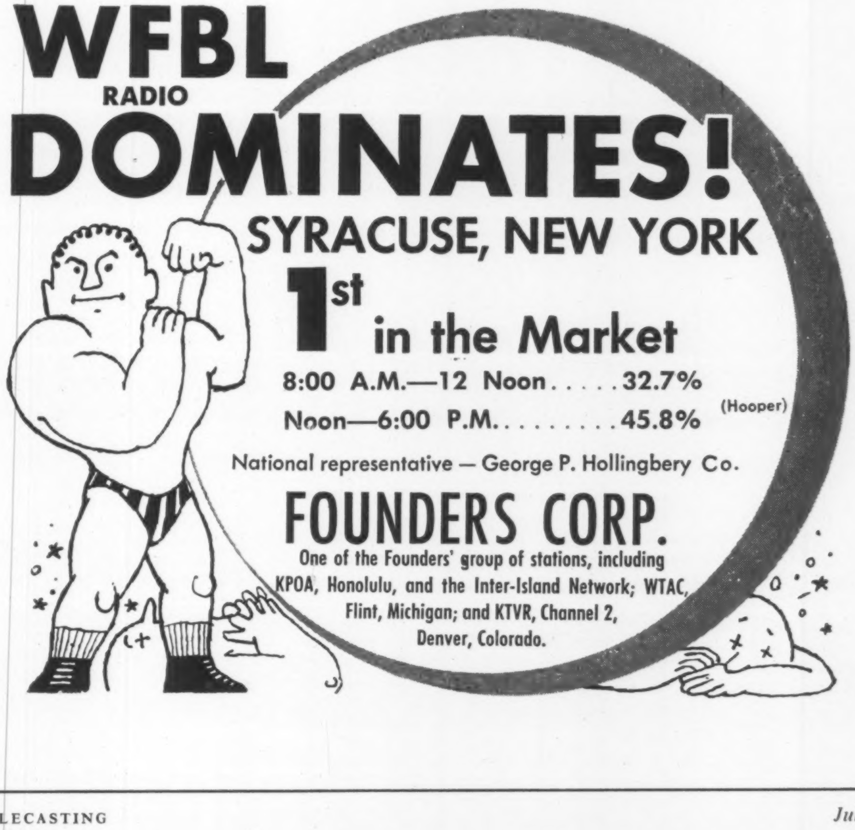
## Two Outlets Appeal Grant Of Ch. 12 Tests to WJMR-TV

THE U. S. Court of Appeals in Washington was asked Thursday to stay the grant of experimental operation on ch. 12 New Orleans, La., issued last month to ch. 20 WJMR-TV New Orleans [B•T, July 1]. The stay was requested by ch. 12 WJTV (TV) Jackson, Miss., and by KWTV (TV) Oklahoma City, Okla., an applicant for New Orleans' ch. 12.

WJTV claimed the WJMR-TV transmitter site is 162 miles from its Jackson site, thus 28 miles short of the rule requiring 190-mile minimum separation between stations on the same channel. KWTV charged that unless the experimental grant was stayed, its application for the facility would be jeopardized. In addition to KWTV and WJMR-TV itself, a third applicant for commercial operation of ch. 12 is Cresent City Telecasters Inc. (composed of KTBS Shreveport principals).

WJMR-TV was authorized to conduct experimental operation of ch. 12 simultaneously with its operation on ch. 20 as a means of measuring vhf and uhf propagation from the same site. Ch. 12 was allocated to New Orleans in the deintermixture proceedings earlier this year.

The argument was heard by a two-judge court, Circuit Judges David L. Bazelon and Warren E. Burger. In the event of a disagreement, they would submit the argument to a third circuit judge who would render a decision without a reargument.



WFBL
RADIO
DOMINATES!
SYRACUSE, NEW YORK
1st in the Market
8:00 A.M.—12 Noon.....32.7%
Noon—6:00 P.M.........45.8%
(Hooper)
National representative — George P. Hollingbery Co.
FOUNDERS CORP.
One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Network; WTAC, Flint, Michigan; and KTVR, Channel 2, Denver, Colorado.

## Electronic Advances Highlight NAVA Meet

A PROJECTION screen for viewing television, movies and slides under normal lighting conditions without eyestrain and new 27-inch classroom tv receivers, plus refinements in tape recorders for audio-visual use, were among the highlights of the 12th annual National Audio-Visual Assn. convention in Chicago last week.

The new screen, developed by Universal Screen Co., Clinton, Mass., was described as the "third great technical advance" in audio-visual projection for easier classroom instruction. New lenticular screen permits tv projection to large screen areas, with more projector light reflected to useful audience viewing areas, it was claimed.

Transvision Inc., New Rochelle, N. Y., introduced the 27-inch receiver for school and other educational use and for industrial organizations. It is designed to meet closed circuit and regular tv reception needs and actually functions as a dual receiver.

New line of audio-visual tape recorders, designed for half track or stereophonic record and playback, was shown by Audio Div. of American Electronics Inc., Los Angeles, Calif. The unit accommodates reel sizes up to 10½ inches and is designed for standard 3¾ and 7½ inches per second.

Bell & Howell previewed two new 400-ft. sound films for motion picture use in business and education during its audio-visual meeting, while North American Phillips announced a new three-speed, dual track, portable tape recorder (with Norelco trademark). It was designed by Philips of the Netherlands, claimed to be the world's largest electronic firm outside the U. S.

Several manufacturers and film companies maintained displays during the four-day convention (July 20-23) at Chicago's Morrison Hotel. Among exhibitors: Ampex Audio Inc., Broadcasting & Film Commission of National Council of Churches, Califone Corp., Cathedral Films, Church-Craft Pictures, George W. Colburn Labs, Columbia Records Sales Corp., Concordia Films, Coronet Instructional Films, Dekane Corp., Hamilton Electronics Corp., Family Films Inc., Jam Handy organization, Pentron Corp., Pyramid Enterprises, RCA, Reeves Soundcraft Corp. (tapes), Television Equipment Co., Television Assoc. of Indiana (film, tape magazines), United World Films Inc., V-M Corp., Webcor Inc., World Wide Pictures, Victorlite Industries and Standard Projector & Equipment Co. Some 2,500 audio-visual specialists attended.

Conspicuous by its presence for the first time in recent years was the Society of Motion Picture & Television Engineers, which took part in the conference and maintained a special display. Among resolutions adopted was one authorizing the appointment of a committee to meet with the Magnetic Tape Recording Industry Assn. Audio-Visual Assn. hopes to furnish management services to the tape group.

A feature of the SMPTE exhibit was the showing of 16mm test films and their usefulness in the motion picture and tv fields.

Also stressed was the interchange of ideas and further advancement in engineering in tv and related fields.

Included on the convention agenda were an RCA audio-visual products luncheon and dealer meeting; talks by Henry C. Ruark Jr., NAVA information director, on "Working with Press, Radio and Tv," and by P. Ray Swank, president of Swank's Inc., on "Effective Advertising and Sales Promotion."

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

**MOTOROLA INC.** last week announced plans for a $3 million facilities expansion program, including tv and high-fidelity plant assembly, dictated by growth in automotive and consumer products activity.

The program calls for construction of a 110,000-square foot building to house offices and engineering for consumer-engineering products and an addition of 120,000 square feet to its present Franklin Park tv hi-fi plant, according to Paul V. Galvin, board chairman.

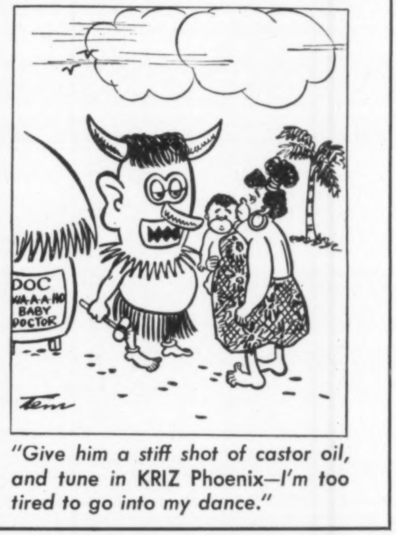
Work on the manufacturing plant addition will start in August, with tentative completion date in 1958. The new headquarters (pictured above) will be a three-level structure, with construction slated to start next spring. Divisional administration and engineering functions currently are housed at Motorola's general offices and main plant site at 4545 W. Augusta Blvd. Vacated facilities will be absorbed by its communications and industrial electronics division. General staff operations also will remain there.

## Sylvania Sales for First Half Slightly Over Last Year's High

SYLVANIA Electric Products Inc. sales for the first half of 1957 slightly exceeded the previous high set a year ago, while sales for the second quarter were slightly below those of last year, it was reported last week by Don G. Mitchell, chairman and president. But with June earnings exceeding April and May, he foresaw a "decided upturn."

Net sales for the second quarter were $74,970,858, against $75,932,904 a year ago, adjusted to reflect the combination of Argus Cameras with Sylvania. Net sales for the first half were $162,520,532, compared with $162,360,384 in the first half of 1956.

Net income for the second quarter was $1,718,725, against $3,127,006 a year earlier, equal to 46 cents per share compared with 86 cents per share in 1956. Net income for the first half amounted to $4,788,669, against $7,377,249 last year. After provision for the preferred dividends, this was equal to $1.30 per share, against $2.04 in 1956. All current year figures are adjusted



*"Give him a stiff shot of castor oil, and tune in KRIZ Phoenix—I'm too tired to go into my dance."*

to the addition of Argus Cameras as a division of Sylvania.

Mr. Mitchell attributed decreased earnings to "lower volume in some of our more profitable products, and unusually strong price competition in other areas" as well as "the high costs of changing over to full production and distribution of the new 110-degree television sets and picture tubes. . . ."

## RCA Makes Three Appointments In Defense Electronic Division

THREE appointments were announced last week by RCA in conjunction with the realignment of the defense electronic products division, according to Arthur L. Malcarney, executive vice president of the division. Purpose of the reorganization is to provide military customers with broader technical and marketing services for current and long-range needs in military electronics.

JOLLIFFE

HERTZBERG

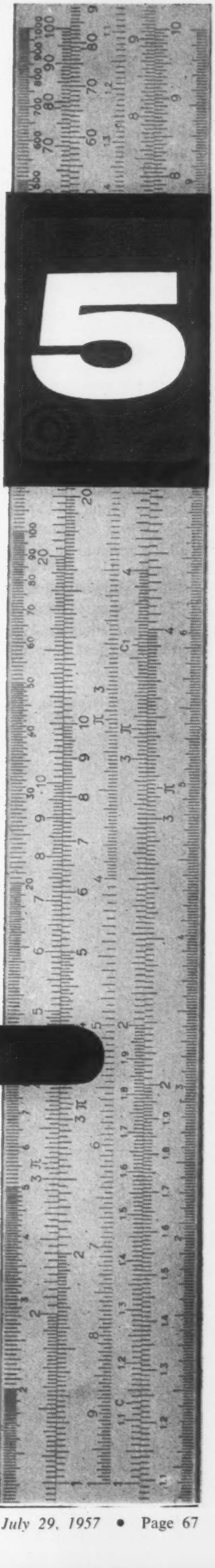
KIRKPATRICK

Dr. C. B. Jolliffe, vice president and technical director of RCA, has been appointed to the newly-created post of vice president and technical director, RCA defense electronic products. Joseph M. Hertzberg, manager, RCA airborne systems department, has been promoted to the new post of manager, defense marketing. William B. Kirkpatrick, marketing manager, airborne systems department, will succeed Mr. Hertzberg as manager.

In his new position, Dr. Jolliffe will be responsible for providing technical guidance on RCA defense activities and for establishing and maintaining liaison with government, industrial and technical organizations. Mr. Hertzberg assumes functional responsibility for all marketing activities within the organization, including product planning, marketing administration, defense spares (stockpiling of emergency equipment) and advertising activities, as well as operation of field offices in Washington, Dayton and Los Angeles. Mr. Kirkpatrick will have charge of planning, engineering and marketing RCA airborne electronic equipment for military use.

## RCA Tube Division Appoints Five

FIVE key appointments have been made to the staff of the newly created distributor products activity of the RCA electron tube division, according to L. F. Holleran, manager. They are: H. F. Bersche, formerly manager, marketing services, to manager, merchandising; D. M. Branigan, to continue as manager, distributor sales; G. C. Brewster, formerly manager, marketing administration, to manager, administration and controls; W. G. Kelly, manager, warehousing administration and services, to manager, administration and controls, and H. S. Stamm to continue as manager, advertising and sales promotion.



take 5

and get the whole
rich northern
Florida market, that
The PERRY STATIONS
cover as no
other media can . . .
completely, effectively,
and with apparent but
deceptive ease.

THE PERRY STATIONS

| | | |
|---|---|---|
| 1 | WJHP-TV | *Jacksonville* |
| 2 | WCOA | *Pensacola* |
| 3 | WTMC | *Ocala* |
| 4 | WDLP | *Panama City* |
| 5 | WESH-TV | *Daytona Beach* |

Radio Stations Represented By:
JOHN H. PERRY ASSOCIATES

TV Stations
REPRESENTED BY PETRY

# TV'S PROFIT MARGIN: GOING UP, SAYS NARTB

THREE out of five television stations expect to make more money this year than they did in 1956.

This brighter profit picture for 1957 is painted in a series of studies conducted by NARTB, based on financial data covering 56% of all tv stations except noncommercial, network o&o, satellite and territorial stations (see tables and charts).

The typical (median) station looks for a 17.7% profit margin this year, before taxes. This is a little better than the 15.9% profit earned in 1956 and almost double the 9.4% figure in 1955.

NARTB's studies show a typical 1957 television station that will wind up the year looking like this: Total broadcast revenue $962,100, expenses $791,300, profit $170,800. These estimates are based on trends during the winter and spring months.

The 1956 tv station looked this way: total broadcast revenue $920,700, expenses $774,300, profit $146,400. In 1955 the typical tv station showed: total broadcast revenue $708,000, expenses $650,000, profit $66,600.

Using percentages, 1957 total broadcast revenue is expected to increase 4.5% over 1956 whereas total expenses are to go up 2.2%, widening the profit margin.

Analyzing the typical tv station's time sales dollar, NARTB finds that 47 cents comes from national-regional business, 23 cents from networks and 30 cents from local advertisers. The expense dollar breaks down this way: program 37 cents; general-administrative 33 cents; technical 18 cents; sales 12 cents.

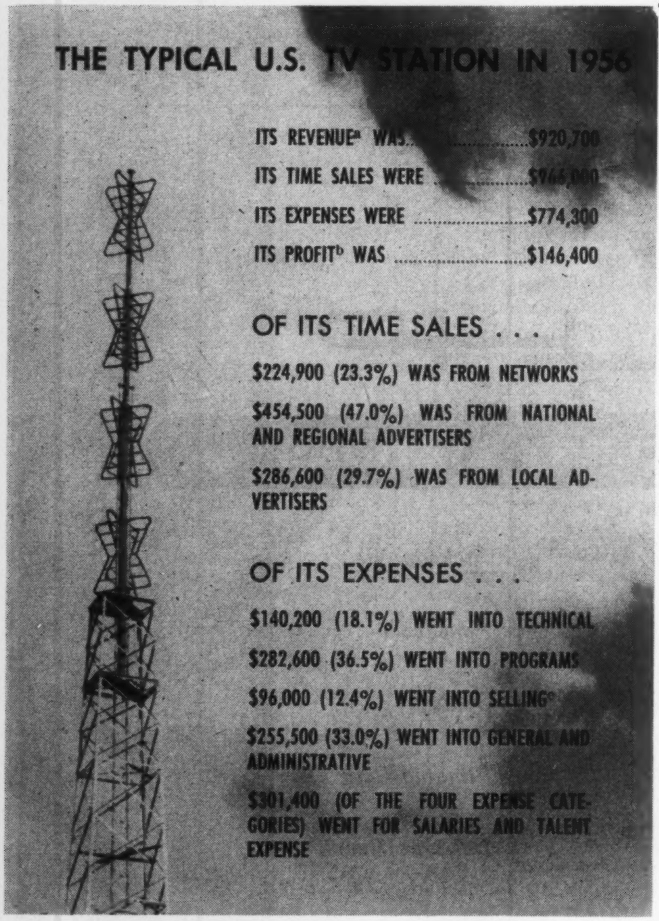
NARTB's figures create a typical tv station out of data from 218 stations that returned usable questionnaires. Both NARTB member and non-member stations were surveyed, with 391 queried. The proportion of stations in each market and dollar-volume category is typical of the industry as a whole. Network o&o station data is not available. The association is mailing detailed yardstick analyses of television and radio station operating and revenue figures to its members (the radio analysis will be printed in B•T Aug. 5).

The size of markets had little effect on the proportion of the sales dollar that came from national and regional advertisers (non-network), according to NARTB. The share of total revenue coming from the networks, however, was greater in the larger markets, whereas the share from local sources was greater in smaller markets.

Total broadcast revenues, expenses and profit margins vary directly with the size of market in which a station is located, the study reports. The typical station in markets of more than a million population had revenue of a little over $3 million. On the other hand, the typical station in markets under 25,000 population grossed only $331,000.

With 60% of stations expecting some widening in profit margins, 24% expect the profit margin to be squeezed in 1957 and 16% expect no change.

The survey was conducted by the NARTB Employe-Employer Relations Dept. with the aid of the Research Dept. The sample is the largest ever obtained for this type of survey. A new feature this year shows figures for the "middle 50%" of stations, those between the top 25% and bottom 25% of the group. The computation formula is somewhat different than those used in past years but NARTB believes the 1957 format is the most satisfactory yet developed.



**THE TYPICAL U.S. TV STATION IN 1956**

ITS REVENUE[a] WAS .................... $920,700
ITS TIME SALES WERE .................... $966,000
ITS EXPENSES WERE .................... $774,300
ITS PROFIT[b] WAS .................... $146,400

**OF ITS TIME SALES . . .**

$224,900 (23.3%) WAS FROM NETWORKS

$454,500 (47.0%) WAS FROM NATIONAL AND REGIONAL ADVERTISERS

$286,600 (29.7%) WAS FROM LOCAL ADVERTISERS

**OF ITS EXPENSES . . .**

$140,200 (18.1%) WENT INTO TECHNICAL

$282,600 (36.5%) WENT INTO PROGRAMS

$96,000 (12.4%) WENT INTO SELLING[c]

$255,500 (33.0%) WENT INTO GENERAL AND ADMINISTRATIVE

$301,400 (OF THE FOUR EXPENSE CATEGORIES) WENT FOR SALARIES AND TALENT EXPENSE

[a] Time sales plus incidental broadcast revenue minus agency and rep commissions and payments to networks for sale of time.
[b] Before taxes.
[c] Includes all promotion. Excludes agency and rep commissions.

## HOW MUCH BETTER IN '57?

*The figures at left and below represent some of the conclusions NARTB drew from its survey of operating U. S. tv stations. The figures at left are medians compiled on the basis of revenue and expense figures for 1956. Those below, also medians, are based on estimates of how revenue and expenses will increase in 1957.*

| MARKET SIZE [a] | REVENUE [b] | EXPENSE |
|---|---|---|
| 1 million or more | 4.3% | 4.5% |
| 500,000-1million | 3.7% | 3.5% |
| 250,000-500,000 | 3.7% | 0.7% |
| 100,000-250,000 | 5.1% | 2.1% |
| 25,000-100,000 | 6.3% | 5.2% |
| under 25,000 | 19.8% | 7.4% |
| **NATIONWIDE** | **4.5%** | **2.2%** |

## HOW SALES WILL INCREASE

| MARKET SIZE | NETWORK [c] | NATIONAL, REGIONAL | LOCAL |
|---|---|---|---|
| 1 million or more | 7.9% | 5.3% | 3.5% |
| 500,000-1 million | 5.0% | 5.0% | 2.2% |
| 250,000-500,000 | 4.2% | 3.6% | 0.0% |
| 100,000-250,000 | 10.0% | 5.6% | 4.5% |
| 25,000-100,000 | 16.5% | 7.6% | 5.6% |
| under 25,000 | 20.0% | 20.0% | 16.3% |
| **NATIONWIDE** | **8.3%** | **5.4%** | **3.7%** |

[a] Population figures for standard metropolitan county areas were used for all cities falling within such an area. The population figures are as of Jan. 1, 1955, and may be found in *Sales Management's* Survey of Buying Power (May 10, 1955).
[b] Time sales plus incidental broadcast revenue minus agency and rep commissions and payments to networks for sale of time.
[c] National network affiliates only.

## RETMA Votes to Change Name To Electronic Industries Assn.

MEMBERS of Radio-Electronics-Tv Mfrs. Assn., comprising manufacturers of electronic equipment, voted 374-8 last week to change the organization's name to Electronic Industries Assn. The change becomes formally effective with revision of the Illinois charter.

The association was founded in Chicago in 1924 as Radio Manufacturers Assn. "Television" was added in 1950 and the RETMA title approved in 1953. James D. Secrest, executive vice president, said the term "electronic" is generally regarded "as descriptive of the growing variety of electronic products including older radio and television equipment and components."

The first meeting of the association under the new name will be held Sept. 10-12 at the Ambassador Hotel in Los Angeles, coinciding with the all-industry celebration of National Television Week, Sept. 8-14.

## RAB Plans Group Approves Projects to Aid Dealer Sales

AT LEAST eight special projects to help its members speed sales of radio time were offered by Radio Advertising Bureau last week, with the objective of completing and delivering them to members before the end of this year.

Approved at the semi-annual meeting of the RAB plans committee on Tuesday, the projects include:

(1) Two new "last word" studies giving merchandisers detailed information on the media habits of customers in the grocery and drug fields;

(2) Two new strip films for use in selling to local representatives of national food and drug accounts;

(3) Two new marketing presentations, on the Negro and farm markets;

(4) A current analysis of nighttime radio and its advantages;

(5) A "Pick-a-Program" brochure showing how a specific program fits advertisers' products;

(6) A 1957 football study, pointing up advantages of football sponsorship;

(7) A new "awareness" test, showing radio's value in introducing a product and also giving latest information on weekend listenership, and

(8) A new directory containing marketing data, distribution areas, advertising policies and approximate budgets, sales volume and degrees and types of competition of 100 nationally-sold products.

Kevin B. Sweeney, RAB president, presided over the plans committee meeting in the absence of Donald W. Thornburgh of WCAU Philadelphia, chairman. Committeemen on hand, newly-appointed and attending their first planning session, included Ned Armsby, ABC; Paul F. Braden, WPFB Middletown, Ohio; Gustav K. Brandborg, KVOO Tulsa; Dee O. Coe, WWCA Gary, Ind.; Herbert Evans, Peoples Broadcasting Co., Columbus, Ohio; Louis Hausman, CBS Radio, and Lester M. Smith, KJR Seattle.

EVENINGS from 7 P.M.
WHEC, Rochester, N. Y.
Gets the BIGGEST Share of Audience – 25%*

| STATION B | STATION C | STATION D | STATION E |
|---|---|---|---|
| 21%* | 20%* | 18%* | 15%* |

BUT...
We've CUT Our Rates IN HALF**
(Effective June 1, 1957)
WHAT A BUY!

*Latest Rochester Metropolitan Area PULSE, Report March 1957
**Our New Class D Nighttime Announcement Rate

BUY WHERE THEY'RE LISTENING: -
CBS
WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

You're in
good company
on WGN-RADIO
Chicago

Top-drawer advertisers
are buying WGN
Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

# WIRED TOLL TV PLANS BLOSSOM AS ON-AIR SERVICE IS ARGUED

SUBSCRIPTION television last week was in the air—if not on it. It was a subject of serious debate from coast-to-coast.

- In Washington, the same arguments that have been repeatedly advanced by advocates and opponents of on-the-air toll tv were made again in comments filed with the FCC.
- In California, the developers of closed circuit subscription television were eagerly seeking operation franchises; and one of them was preparing for demonstrations in New York.
- In Washington, Bert Bell, professional football commissioner, said if he had his way, professional football would never be shown on subscription television. He credited revenues from free radio and tv with making the difference between profit and loss for professional football.

## ON-THE-AIR IS UP IN THE AIR AS FCC GETS TOLL COMMENTS

THE FCC should disregard petitions for subscription television, abandon any plans for trial demonstrations, and terminate current proceedings.

Such were some of the prominent opinions of the television networks filed in the form of reply comments with the Commission last week. The replies were in answer to comments filed earlier this month [B•T, July 15].

The next step is up to the Commission, which has proposed to authorize "field demonstrations". There is doubt that the Commission will be able to take any action on pay tv until September—since it has only one more meeting (August 1) before it goes on a month's vacation.

In the comments filed earlier this month, proponents urged the Commission to authorize full scale toll tv operations. Opponents objected to the test idea in toll. The proposal, voted by a unanimous Commission, would have approved widespread tests of the scrambled on-the-air signals.

CBS said last week in its reply: "The public is not clamoring for the right to pay for the baseball games which are now broadcast free." The network also noted that "a small minority could deprive the vast majority of the public of the very programs which it most wants to see."

CBS added that if the Commission is reluctant to dismiss the proceedings, it should at least put them "in abeyance" pending the evaluation of closed circuit operations.

ABC insisted that the toll tv proposals have not been demonstrated to be in the public interest, and if the FCC refused to call off its inquiry, it should at least refer the issue to Congress.

This network also said that those in favor of subscription tv simply had not made a convincing case in spite of time and opportunity for them to do so.

NBC called on the FCC to let Congress first resolve basic policy issues underlying the approval of any pay tv systems before giving an OK to trial tests.

It added that if the Commission still wants to set up demonstrations, it should require much more detailed information than is presently in the record. NBC thinks that "authorization of a field demonstration may well lead to a change in the entire nature of broadcasting."

Westinghouse Broadcasting Co. Inc. stated that trial tests would interrupt free tv, and "degrade it." It also said that the installation of wire tv will give the public ample opportunity "to make a true choice."

The National Assn. of Radio & Television Broadcasters told the FCC that "the latest round of arguments on pay tv clearly showed that meaningful tests of toll-tv schemes are not possible." It observed that none of the large proponents "really want a test program."

Other interests against subscription tv included the Joint Committee on Toll Tv, the weekly magazine, *Tv Guide*, and Jerrold Electronics Corp. And KPTV (TV) Portland, Ore. pleaded for free tv saying the public would otherwise "foot the bill."

WFMZ-TV Allentown, Pa. stated: "Surely the important thing now is a decision." It asked for a halt to "paper filibustering" which it said only served "the legion of lawyers and printers" now servicing the case.

Zenith Radio Corp. remained steadfast in its long standing sponsorship of pay tv. It said it "is inevitable no matter what action the Commission takes in this proceeding. The only question of substance which actually is before the Commission is whether subscription tv shall be used to benefit the broadcast industry . . . and better serve the American public, or whether it shall be forfeited through delay to the closed circuit operators and to the benefit of AT&T and the motion picture exhibitors who are under no legal duty whatsoever to serve the manifold needs of the public."

The firm noted current promotions of wired subscription services and reports that as many as six channels may be carried simultaneously. These services, it said, need not be restricted to subscription tv. They may be available to sponsored tv and also "provide radio programs to the home." All this, according to Zenith, might lead to "no justification for retaining any of the spectrum for any television or radio service—subscription, sponsored or otherwise." The CBS argument (that the FCC limit the use of the spectrum to those for which wire lines are not practical, etc.) could pave the way for turning the space over to the military and all the industrial services "clamoring for a greater share of the spectrum, and which cannot use wire," Zenith said.

It also pointed out that CBS "in its blind

KOSI
DENVER
SAN FRANCISCO
KOBY
Number One
RADIO BUY
HOOPER – PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

hostility to subscription television" refuses to recognize the danger for itself and others in wired toll tv. "The entire service from studio to home could be handled completely by AT&T as it now handles telephone service, and there would be no need for independent broadcast stations," Zenith added.

WTVK (TV) Knoxville, Tenn. told the Commission it would like to take part in any test trials. It said that subscription tv "may hold the only hope for economical survival of a uhf station such as [WTVK (TV)] in a vhf market such as Knoxville."

### CALIFORNIA TO BE TEST AREA FOR CLOSED CIRCUIT TOLL TV

CALIFORNIA seems destined to be a main proving ground for closed circuit toll tv and a battle ground for the various organizations that want to provide either a pay-as-you-see program service or the mechanics of delivering programs to subscribers and collecting for this service or both.

Los Angeles, where the city council has already approved the basis for a closed circuit toll tv franchise and has granted the first one to Skiatron Tv Corp. [B•T, July 22], will probably be the scene of the major activity in the weeks immediately ahead. The grant to Skiatron does not authorize this company to start installing equipment yet; it merely gets a set of basic terms on record for competitive bids by Skiatron and any one else who may be interested. The Los Angeles city attorney's office is now preparing to advertise the franchise and expects to issue the call for bids by the end of this week or the beginning of next.

Basically, Los Angeles offers a non-exclusive 21-year franchise to install and operate a closed circuit program system for which the city gets 2% of gross revenue. Each franchise is to be offered for competitive bidding and awarded to the highest bid from an acceptable bidder. Fox West Coast Theatres (movie house chain) and International Telemeter Corp. (Paramount subsidiary and developer of a coin box attachment to decode and collect for programs) elected to apply for a second franchise from the city instead of bidding against Skiatron for the first one [B•T, June 22].

A third interested party in the Los Angeles area is Tele Movie Development Co., which advocates dividing the city into sections of 2,500 to 6,000 homes apiece. Harrison W. Hertzberg, Tele Movie attorney, told the city council that it could take as long as 10 years for a single organization to provide citywide service for Los Angeles, but that six or eight or ten different organizations, attacking the job in sections, could complete it in two or three years. Tele Movie has discussed franchises with about 30 communities outside the city of Los Angeles but still in the metropolitan area, Mr. Hertzberg reported, and has filed five or six formal applications for them. One, filed in the name of Tri City Tele Movie Co. for Oceanside-Carlsbad-Vista, is expected to be granted momentarily.

### CODED SIGNALS

SCRAMBLED tv was approved by the FCC last week—but not for subscription purposes. The FCC granted KMBC-TV Kansas City authority to broadcast private medical programs from the Kansas U. School of Medicine to local doctors for one hour daily between Sept 17-20.

The actual programs, as opposed to purely experimental ones authorized in the past, will be of a medical nature not suitable for ordinary broadcast. They will be picked up by coded receivers specially arranged for the medical audience.

FCC officials insisted the grant was in no way to be regarded as a trial test of subscription tv. Comrs. Bartley and Mack dissented.

With the Skiatron franchise already granted by the Los Angeles city council and the joint application of International Telemeter and Fox West Coast Theatres being processed by the city's board of public utilities and transportation [B•T, July 22] the group of local businessmen represented by Hubert D. Long has decided not to file another application but instead to bid on those already on file, Mr. Long said last week. Favorable council action on an application for a closed circuit tv franchise, he reminded, serves only to place the franchise on the market for bids, so that it may ultimately be awarded to the highest acceptable bidder.

Mr. Long emphasized again, as he had before the city council, the interest of his group in keeping the programs delivered by the closed circuit system as the right kind to be brought into the home. He pointed out that the FCC has no control over closed circuit operations and expressed a fear of what might happen should a closed circuit tv system fall into the hands of "a Las Vegas gambling syndicate."

But Los Angeles is not the only California area with toll tv activity. Skiatron and Telemeter have both held discussions with city officials of San Francisco on a franchise.

Skiatron has also filed requests for franchises in Oakland and San Diego and is known to be surveying the situation in other California cities. Telemeter is also expected to seek franchises in cities other than Los Angeles and San Francisco, and it is probable that in most if not all these communities there will be local interests ready and anxious to compete against Skiatron and

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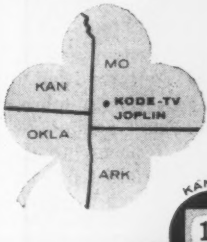

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* Television Magazine Set Count, July, 1957

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# WHAT FREE RADIO-TV MEANS TO PRO FOOTBALL

DOLLAR FIGURES showing what broadcast rights were worth to the 12 professional football teams in the period 1952-1956 were presented by Commissioner Bert Bell in testimony to the Celler subcommittee last week. Also revealed, and reproduced in the table below, were the total income figures.

Mr. Bell's figures showed that, in the five football seasons since 1952, radio and tv rights brought the NFL teams $6,855,270. This compares with a total income for the 12 teams over the 1952-56 period of $52,420,106. The league's best year in radio-tv rights was 1954, when $1,764,076 was received, over 15% of the total income. Last year saw broadcasting accounting for $1,719,693 of the 12 teams' total income of $12,370,074.

| | 1952 | | 1953 | | 1954 | | 1955 | | 1956 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Radio-Tv Income | Total Income | Radio-Tv Income | Total Income | Radio-Tv Income | Total Income | Radio-Tv Income | Total Income | Radio-Tv Income | Total Income |
| **BALTIMORE COLTS** | ——[1] | ——[1] | $ 93,500 | $ 658,763 | $ 114,500 | $ 672,841 | $ 130,000 | $ 926,284 | $ 123,557 | $ 947,450 |
| **CHICAGO BEARS** | $ 95,589 | $1,050,588 | 140,323 | 1,027,209 | 160,411 | 1,159,493 | 85,170 | 1,193,950 | 201,747 | 1,512,153 |
| **CHICAGO CARDINALS** | 15,000 | 632,254 | 52,718 | 540,258 | 137,382 | 657,533 | 77,500 | 667,707 | 151,059 | 825,053 |
| **CLEVELAND BROWNS** | 100,000 | 708,661 | 147,200 | 815,566 | 125,000 | 811,140 | 137,500 | 1,008,977 | 150,000 | 966,385 |
| **DETROIT LIONS** | 85,980 | 843,228 | 136,725 | 1,013,363 | 211,650 | 1,134,239 | 125,000 | 1,003,000 | 148,703 | 1,074,974 |
| **GREEN BAY PACKERS** | 30,000 | 477,868 | 62,500 | 576,050 | 114,350 | 630,834 | 35,300 | 684,220 | 95,250 | 680,936 |
| **LOS ANGELES RAMS** | 24,141 | 828,549 | 79,625 | 906,208 | 144,517 | 1,058,893 | 141,395 | 1,160,593 | 140,668 | 1,194,011 |
| **NEW YORK GIANTS** | 158,000 | 601,085 | 158,050 | 569,107 | 218,000 | 708,504 | 218,000 | 752,724 | 179,000 | 934,632 |
| **PHILADELPHIA EAGLES** | 90,000 | 472,134 | 125,008 | 569,412 | 85,000 | 716,094 | 85,000 | 656,966 | 120,000 | 691,677 |
| **PITTSBURGH STEELERS** | 52,500 | 642,733 | 95,000 | 783,154 | 150,000 | 901,496 | 100,000 | 886,173 | 100,000 | 909,275 |
| **SAN FRANCISCO 49ers** | 57,500 | 1,248,093 | 68,500 | 1,243,070 | 139,000 | 1,534,298 | 116,395 | 1,545,249 | 165,000 | 1,633,889 |
| **WASHINGTON REDSKINS** | 60,000 | 821,924 | 80,000 | 808,453 | 104,341 | 771,505 | 112,382 | 969,499 | 165,000 | 999,649 |
| Totals | $768,709 | $8,327,117 | $1,239,149 | $9,510,613 | $1,764,076 | $10,756,960 | $1,363,641 | $11,455,342 | $1,719,693 | $12,370,074 |

[1] The Baltimore franchise was located in Dallas during the 1952 season, and no figures were available.

Telemeter for the right to provide this service.

Public demonstrations of the Telemeter system of closed circuit toll tv, which have been conducted in Los Angeles since late March [B•T, March 25], will move to New York's Savoy Plaza Hotel Aug. 12, Louis A. Novins, vice president and general manager of ITC, announced. Newsmen, sports figures, executives from the theatre, tv and motion pictures, financial houses, technical and engineering organizations, labor groups, educators, public officials and others have been invited to attend the New York demonstrations, which will continue through Aug. 29, Mr. Novins said.

In making the announcement, Mr. Novins stated: "It is significant that Telemeter is the only closed circuit pay television system that has been demonstrated publicly thus far. During the past four months hundreds of leaders in the entertainment industry, technical groups and others have seen the Telemeter demonstrations in Los Angeles. The reactions have been most gratifying. Our planned New York demonstrations will permit interested people in the eastern part of the United States to see the system in operation there."

Top engineers from AT&T's national headquarters in New York and from the AT&T-owned Bell Telephone Labs there were in Los Angeles last week making tests on the method of transmission proposed by Skiatron for its closed circuit tv operation, which Skiatron officials have testified will enable it to connect subscribers to the central program source at a fraction the cost of other systems. They refused to discuss their method in detail "for competitive reasons" but it is understood to involve the use of wires instead of coaxial cable for getting programs from the studio into the home. How long the telephone company engineers will continue their tests into the practicability of the Skiatron transmission system was not known, or at least not stated. The Los Angeles offices of Pacific Telephone & Telegraph Co., with which Skiatron has been negotiating, denied any knowledge of these visiting experts, and a Skiatron spokesman would say only that "it might take days or it might take weeks."

## PRO FOOTBALL CHIEF LIKES FREE TV BETTER THAN FEE

IF Bert Bell, commissioner of the National Football League, has his way, professional football will never be shown on pay tv. In no uncertain terms, Mr. Bell expressed his opposition to toll tv last week before the House Antitrust Subcommittee.

The "czar" of professional football also disclosed financial figures which show that the present radio-tv setup contributes a large share to the income of the 12 NFL teams, just as it does to the 16 major league baseball clubs [B•T, June 24]. In fact, Mr. Bell said that radio-tv revenues have meant the difference between a profit and loss for many if not all of the league's teams.

Rep. Emanuel Celler (D-N. Y.), chairman of the subcommittee conducting the hearings to determine if professional team sports should be placed under the antitrust laws, asked Mr. Bell: "Are any of the teams in your league negotiating for closed-circuit communication of the game?"

Mr. Bell replied that he could not speak for the club owners but that he personally was "definitely against" charging a fee to view pro football games on tv. "The kids of this country are entitled to see sports free on tv," he stated. Commenting on the many U. S. homes costing from $2,000 to $3,000 with tv antennas on their roofs, Mr. Bell asked: "How are kids in these kinds of homes going to pay?"

With an obvious slap at major league baseball teams planning to switch their games to pay tv, Mr. Bell said that his league "doesn't think so much of money" as to cut off free telecasting of games. "If we give the public the impression that all we want is money . . . we have got no right to claim that we are a sport, or that we deserve any exemptions of any kind [from antitrust laws] under that basis."

Mr. Bell told the subcommittee that he believed the majority, "and maybe all," of the pro football teams' contracts with television prohibit the closed-circuit telecasting of games.

Chairman Celler told Mr. Bell his statements on pay tv were "refreshing" in contrast with the statements of "some of the baseball owners who testified here." Horace Stoneham, president of the baseball New York Giants, and Walter O'Malley, president of the Brooklyn Dodgers, both previously had told the committee of their plans to switch to pay tv [B•T, July 22, 8].

The football commissioner also was asked whether his practice in ordering game commentators not to criticize players, second guess officials, or discuss or picture fights which break out on the field, is not a form of "censorship". Mr. Bell said he acted only to "protect the game. I believe they [announcers] should call the game as it is. They shouldn't criticize players or teach kids that a great ball player is fighting so they'll go out and copy him." Mr. Bell must approve all announcers before they can work NFL football games on radio and tv.

Mr. Bell cited beer commercials and Elvis Presley as precedents for regulating what is shown on television. He noted that "they pour beer, but the don't drink it [on tv]."

### Help Over the Hump

Revenue from sponsored tv has helped pro football over its financial hump, Mr. Bell testified. And tv—long chastised as the cause for the demise of minor league baseball—was highly praised in Detroit by Edwin J. Anderson, president of that city's Lions.

Mr. Anderson said that tv has been an "unrelieved blessing" for football. "It's been one of the things largely responsible for our attendance gains in recent years. People who might never have gone to a game saw it on television and realized it's a much more polished, skillful game than college play. So they started coming out," Mr. Anderson told Dan Cordtz, *Wall Street Journal* reporter.

All of last Wednesday's three-hour session and part of Thursday was taken up by Mr. Bell's testimony. He also is due to return this Wednesday when the hearings resume. Following Mr. Bell to the stand Thursday were several former pro football players.

## Hellman Forms Hellman Assoc.

JEROME HELLMAN, a talent agent who briefly became "talent" last fall when he succeeded Worthington (Tony) Miner as the fourth producer of the ill-fated "Unit Four" group responsible for NBC-TV's *Kaiser Aluminum Hour,* last week resigned from Ashley-Steiner agency to establish his own production firm, Jerome Hellman Assoc. His partners are Marian Searchinger, former A-S tv-stage story agent and James N. Merrick, A-S casting director.

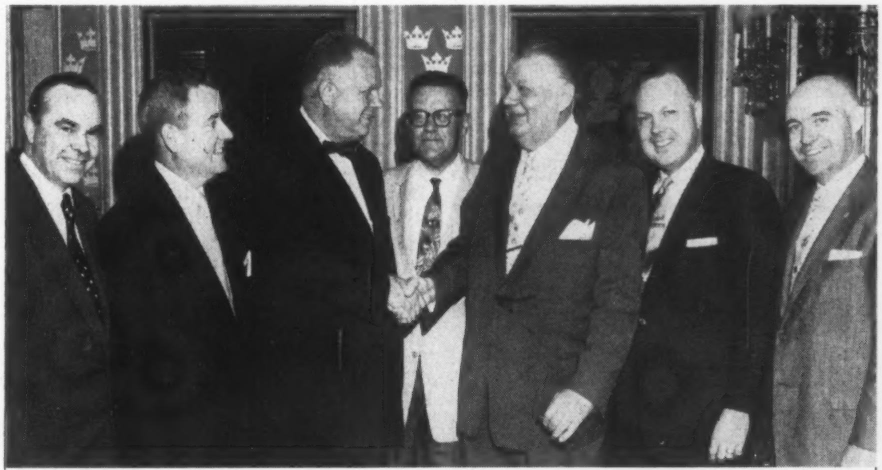
### PROGRAM SERVICES SHORTS

**Standard Radio Transcription Services,** Chicago, packager of transcribed music and sound effect records, will announce new policy governing production-releases and pricing of *Shorty Tunes* package, effective in September. Several hundred stations subscribe to series. Firm will turn out ten instead of 20 tunes (five pop, five standard) monthly, emphasizing larger band groups.

**RCA Thesaurus, N. Y.,** reports three new sales by stations to sponsors of *Double Talk,* series of Al Kelly radio commercial spot. They included *The Electric Shop* on WADK Newport, R. I. (to be heard 9 times over 26 weeks); Lawrence Mayflower Furniture on KUBA Marysville, Calif. (35 times in 52 weeks), and Loudens Dept. Store on WBSC Hillsdale, Mich. (24 times, 52 weeks). Spots were released to stations July 1.

**United Press'** European headquarters have been moved to new location. New address: No. 8 Bouverie St., London.

**Capitol Records Inc.,** Hollywood, is releasing 13 packages of two-channel stereophonic tapes ranging from symphony to cool jazz, this company's first contribution to growing field of broadcast programming, particularly by jointly owned am and fm stations.



**HAROLD CARLSON,** sales manager for the radio and television division of the Illinois Bell Telephone Co., was given a luncheon last week on his 40th anniversary with the company. Here, Mr. Carlson is congratulated by (l to r): George Cook, vice president and treasurer, WLS Chicago; William Riley, central division manager, RCA Recorded Program Services; Lawrence Swanson, general sales manager, Illinois Bell; Burt Squire, station relations, BMI; Mr. Carlson; Ward L. Quaal, vice president and general manager, WGN-AM-TV Chicago, and Ray Livesay, general manager WLHB-AM-FM Mattoon, Ill.

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Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

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WSAZ, Huntington & WKAZ, Charleston
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## 'Newsweek' Buys 46% Of KFSD-AM-FM-TV

WEEKLY Publications Inc. (*Newsweek* magazine) has purchased 46% of KFSD-AM-FM-TV San Diego, Calif., for $1.5 million [CLOSED CIRCUIT, July 1]. The sale is subject to the usual FCC approval.

The California stations now are owned by Fox, Wells & Co., 76.6%; James G. Rogers, station president, 10.1%; Elliot Cushman, 5.6%; Glen McDaniel, New York attorney, 3.1%; William E. Goetze, station president, 1.7%; William T. Lane, 1.4%; W. R. Tucker, 1.1% and Jaquin A. Grill station commercial manager, 0.4%.

Upon Commission approval the KFSD stations will be owned by Fox, Wells & Co. and associates (Rogers, *et al.*), 54%, and Weekly Publications Inc., 46%.

*Newsweek* actually is paying the $1.5 million for 11,300 shares of common stock (out of 24,450 which will be outstanding). The magazine is paying Fox, Wells $1,250,000 for 9,300 shares, and KFSD Inc. $250,000 for 2,000 shares to be issued. *Newsweek* is receiving 9,300 shares now held by George B. Wells in his own name and under Wells family trusts, plus the 2,000 shares to be issued by KFSD Inc. Mr. Wells, former president of American Optical Co., is retiring from the Fox, Wells firm. *Newsweek* also is assuming 50% obligation of a $800,000 bank loan.

The board of KFSD Inc., now numbering four, will be increased to seven, of which *Newsweek* will elect three. The other four will represent Fox, Wells & Co., the minority stockholders having signed a stock-pooling agreement to go along with Fox, Wells in controlling the broadcast properties.

Fox, Wells also owns 27% of now-dark ch. 14 WWOR-TV Worcester, Mass., a number of community antenna systems and controls Barnes Engineering Co., Stamford, Conn.

The transaction was negotiated by Howard E. Stark, New York media broker.

KFSD-AM-TV was sold to its present owners in 1954 by Airfan Radio Corp. (Thomas E. Sharpe and associates). The price paid for the San Diego outlets was $2.2 million.

Weekly Publications Inc. becomes the third major magazine publisher to join the broadcast field. Time Inc. and Meredith Publishing Co. have been in the field several years. Time owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah; and 100% of KLZ-AM-FM-TV Denver, Colo., WFBM-AM-TV Indianapolis, Ind., WOOD-AM-TV Grand Rapids Mich., and WCTN-AM-TV Minneapolis Minn. Meredith interests include: KCMO-AM-TV Kansas, Mo., KPHO-AM-TV Phoenix, Ariz., WOW-AM-TV Omaha, Neb. and WHEN-AM-TV Syracause, N. Y.

*Newsweek* was founded in 1933 by Raymond Moley, following his withdrawal from President Franklin D. Roosevelt's "brain trust." It is controlled by Vincent Astor and a minority interest is owned by Averell Harriman, New York governor and candidate for the 1956 Democratic presidential nomination. Malcolm Muir Sr., now editor-in-chief, was brought in as first manager of the weekly news magazine. Mr. Muir came from McGraw Publishing Co.

## Israel to Head WAAM (TV) When WBC Takes Over Aug. 5

APPOINTMENT of Larry H. Israel as general manager of WAAM (TV) Baltimore was announced Friday by Donald H. McGannon, president of the Westinghouse Broadcasting Co. The appointment is effective Aug. 5, when WBC is scheduled to assume ownership of the station.

Mr. Israel currently is vice president and general manager of WENS (TV) Pittsburgh, uhf station, and of KMGM-TV Minneapolis-St. Paul. Mr. Israel earlier had worked for five years for WDTV (TV) Pittsburgh (now KDKA-TV, a Westinghouse station), starting with the time the station went on the air in 1948. He served there, in turn, as news and special events editor, operations manager and sales manager.

WAAM (TV), which operates on ch. 13 and is an affiliate of ABC-TV, was purchased by WBC from WAAM Inc. The transaction involved the exchange of Westinghouse Electric Corp. stock for WAAM Inc. stock, valued at the time of agreement May 6 at $4.4 million. Included in the purchase was the acquisition of liquid quick net assets in excess of $500,000. The assignment of the license subsequently was approved by the FCC.

Mr. McGannon reported WBC has petitioned the FCC for assignment of the call letters WJZ to the Baltimore outlet. He pointed out these call letters have "A great historical value" to Westinghouse broadcasting activities, having been assigned to the company's third radio station, licensed Oct. 1, 1921, to broadcast in Newark, N. J. This petition is pending before the commission.

WAAM will be WBC's fifth vhf tv station, giving the company its final vhf outlet since Commission rules prohibit a single entity from owning more than five v's. Other WBC tv stations are KYW-TV Cleveland, WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

## Sale of Young International To Be Announced This Week

REPORTS of the sale of Young International Ltd. to "outside interests" are expected to be confirmed this week by Adam Young, president of both Young International and the domestic and Canadian station representation firms bearing his name.

It was learned last week that the international firm's contracts and name have been purchased for an estimated price of over $50,000 by Harry M. Engel Jr., president of Radio Guam (KUAM-AM-TV), Walter Staskow, manager of ZBM Hamilton, Bermuda, and Stephen A. Mann, vice president and general manager of Mr. Young's international organization.

New name of the firm reportedly will be Intercontinental Services Corp., with Mr. Engel as president, Mr. Staskow vice president, and Mr. Mann general manager. ISC will not take over Mr. Young's Canadian operations, Canadian Station Representatives Ltd., which has changed its corporate name to Young Canadian Ltd.

Over 20 station properties—both foreign and in U. S. territories— are affected by the switchover. They include KUAM-AM-TV Agana, Guam; WSTA St. Thomas, V. I.; WIAC San Juan, WPRP Ponce and WORA Mayaguez— all Puerto Rico. Outside U. S. continental limits, Young stations include ZBM Hamilton, Bermuda; ZNS Nassau; Rediffusion, Bridgetown, Barbados; Radio Demerara, Georgetown, British Guiana; 4vm-4vym-4vw-4vhw-4vrw Port-au-Prince, Haiti, HRLP Tegucigalpa, Honduras; Rediffusion, Hong-Kong; Radio Jamaica and Rediffusion, Cross Roads, Jamaica; Rediffusion, Kuala Lumpur, Malaya; Rediffusion, Penano, Malaya; Rediffusion Valletta, Malta; YNW-YNR Managua, Nicaragua, YNWW Granada, Nicaragua, and Radio Trinidad, Port-of-Spain, Trinidad.

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CINCINNATI, OHIO
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7 DAYS 6 NIGHTS
(per person-double) $46.50
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Sovereign HOTEL
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Overlooking the FONTAINEBLEAU MIAMI BEACH

## Fm Unlimited Formed As National Fm Rep

FORMATION of Fm Unlimited Inc. as a national sales representative and promotion organization for fm stations exclusively, headquartered in Chicago and with a New York office, was announced Thursday by Charles W. Kline, president.

At the same time he reported the signing of several stations, including those identified with combined am-fm properties and the Western Fm Network, for the sales and promotion service, plus verbal commitments from other fm operators in major markets.

The new organization will seek the "advancement of fm as a basic radio medium" and represent fm broadcasters "who provide good programming intended for the home and mobile audience," according to Mr. Kline. Fm also will serve as a kind of "program service" to help stations achieve this goal, he added, with several program features already in the planning stages.

Besides selling national and regional advertising, Fm Unlimited will act as a "clearing house" for information considered vital to the development of fm as an industry.

Stations signed, according to Mr. Kline, are WFIL-FM Philadelphia, WITH-FM Baltimore, WMAL-FM Washington (D. C.), WNIB (FM) Chicago, WFMS (FM) Indianapolis, KCMC-FM Kansas City, KWFM (FM) Minneapolis, WBAP-FM Fort Worth-Dallas and as a package, the Western FM Network, comprising KCBH (FM) Los Angeles, KEAR (FM) San Francisco, KJML (FM) Sacramento, KPFM (FM) Portland, KISW (FM) Seattle, KNEV (FM) Reno and KHFM (FM) Albuquerque, N. M. KEAR, KCBH and KISW also have signed individual station pacts.

Mr. Kline, who will headquarter at 166 E. Superior St., Chicago (Tel. Superior 7-5262), has been identified with various facets of broadcasting the past 16 years. His background includes five years of radio station sales, programming and production work; five years of advertising agency account work, including a position as radio director, and six years as midwest representative for fm, high fidelity and music publications. Recently he has been serving as commercial manager of WNIB (FM) Chicago and as national sales and advertising counsel for American Loudspeaker hi-fi product line.

Fm Unlimited will maintain a New York office at 11 E. 9th St. (Tel. Oregon 4-3431), with Edward Merritt as manager of eastern operations. Offices will be opened in Los Angeles and San Francisco "in the near future," according to Mr. Kline.

Mr. Merritt has been in broadcasting 17 years, serving in announcer, producer, program director and writing capacities. He is credited with helping organize WBSM (FM) New Bedford, Mass., and presently is co-owner of WNIB.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

## DuMont Broadcasting in Black: Half-year Net Income, $65,234

DuMONT Broadcasting Corp. is operating in the black this year. For the 26 weeks ended last June 29, DuMont had a $65,234 net income after depreciation and amortization of $277,446. This compares to a $330,164 loss after a $191,236 amortization-depreciation for the same 26-week period last year.

The statement for this year includes income from WNEW New York from June 1, 1957. WNEW is newly-acquired by DuMont Broadcasting which also owns WTTG (TV) Washington and WABD (TV) New York.

DuMont Broadcasting does not have to provide for federal income taxes because of a tax loss carry-forward. Net income for WNEW Broadcasting Inc. from Nov. 1, 1956, the start of its fiscal year, to May 31, 1957, date of its liquidation, was $576,500, after depreciation and before taxes, for which $294,166 was set aside for both federal and state income taxes.

## Rabell Would Get $160,000 In KSON Swap for KXOC

TWO California broadcasting firms will swap radio stations, subject to FCC approval, according to an announcement last week.

Broadmoor Broadcasting Co. plans to barter KXOC Chico (1060 kc, 10 kw) plus $160,000 to Rabell Enterprises in exchange for KSON San Diego (1240 kc, 250 w). KXOC will change its call letters to KDUZ, but the San Diego outlet will remain KSON.

Broadmoor is owned by Jack O., Jack Jr., and Lawrence Gross. Rabell is owned by Fred and Dorothy Rabell who will retain ownership of KSON-FM (licensee is Music Unlimited) which will change call letters to KBAC (FM).

Jack Gross of Broadmoor is the former owner of KFMB-AM-TV San Diego, sold in 1951 to Kennedy Broadcasting Co. for $925,000. The stations were sold again in 1953 to the present owner, Wrather-Alvarez Broadcasting Co., for $3 million.

## McLendon Steps Up Irish Tv Talks

THE McLendon stations group has stepped up negotiations with the Irish government for commercial tv properties in that country, Barton McLendon, board chairman, has revealed. He acknowledged Gordon R. McLendon, group president, is in that country now at the invitation of its government to discuss plans for building two or three stations to blanket Ireland, which has expressed considerable interest in the project. Another principal, identified as Jay Schatz, partner in Chicago's Chez Paree night club, also is reported interested in the deal.

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Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

*Advertisement*

C. C. A. Results Exceed Expectations

*Westminster, Md.* — Russell H. Morgan, Vice President and General Manager of WTTR, says about Community Club Awards, "We had a walloping windup of over $600,000 POP (Proof of Purchase) the final week. The grand total was over $2,000,000. I originally expected about $750,000 turn in."

(This is two million dollars in sales in 13 weeks from the firms participating in C.C.A. in a Maryland community with a population of 6,500.)

Morgan adds in his letter to John C. Gilmore, Vice President of Community Club Services in charge of sales, "It's been a hectic three months around here but the promotion value offset any other factors."

Russell H. Morgan

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

### KBMB-TV Plans to Move Sept. 1 To $100,000 Plant Being Built

PLANS for a new $100,000 plant and 245-foot tower for KBMB-TV Bismarck, N. D., have been announced by John W. Boler, president of North Dakota Broadcasting Co. (KXJB-TV Valley City, KBMB-TV, KCJB-AM-TV Minot and KSJB Jamestown, all N. D.).

Work, under supervision of Lloyd Amoo, chief engineer of the stations, has begun and the target date for moving in is set at Sept. 1. Power will go from 30 kw to 100 kw, with tower height increased 100 feet because of increased elevation at the new location. Plans include a two-way micro relay system for feeds between Bismarck, Valley City and Minot. Frank Fitzsimonds is vice president in charge of KBMB-TV.

### WTVT (TV) to Open New Bureau

WTVT (TV) Tampa, Fla., will open a central Florida news bureau in Lakeland, temporarily replacing its state capital bureau in Tallahassee, Aug. 1, according to an announcement by the station. Jack Murphy, who has staffed the capital bureau, will organize the central Florida bureau. He still will be available to cover major capital stories, however, according to WTVT.

P. A. Sugg, executive vice president of the WKY Television System Inc., of which WTVT is a part, stated that "with the State Capitol in the summer doldrums, we feel WTVT can better serve the public with a news bureau in Lakeland to cover major events in central Florida, particularly the important citrus beat." The station will continue to be protected on north Florida and capital events through the UP and AP, it was noted.

### WRVA-TV Enters Film Business With Station Tele-Tronic Dept.

WRVA-TV Richmond, Va., has published a brochure describing its Tele-Tronic Film Dept. Since October 1956 this division of the station has been producing commercial and program film by combining electronic and motion picture techniques.

The Tele-Tronic process utilizes studio camera chains and control, a tv recording camera and a multiscanner to turn out film in a third the time, and at a third less cost, than standard motion picture techniques, the brochure claims. The department, serving advertisers, agencies and others, can process a 60-second spot and deliver a number of prints in eight hours, it was said.

According to the booklet, film is produced in the WRVA-TV studios (edited by live tv technique) and photographed on film in the WRVA-TV laboratory. Film not requiring live action—using film clips, slides and opaques, with optical effects and voice-over—can be handled by the multiscanner, with no studio or cameras required, the station said. The WRVA-TV film developing and processing laboratory turns out finished and dried prints at the rate of 50 feet a minute.

Minimum charge for live facilities, director and technical personnel is quoted in the brochure at $90 a half-hour, with reduced rates for subsequent time. The multiscanner combination, for film not requiring live action, is available at $65 for the first half-hour. Executive service, film stock and other equipment are offered at additional fees with all prices subject to change.

Head of the Tele-Tronic Film Dept. is Richard L. Spears.

### Consulting Engineer Compton Electrocuted in WSOC-TV Mishap

FUNERAL services were held Saturday in Manhattan, Kan., for Robin D. Compton, 50, partner in the engineering consultant firm of George Carr Davis. Mr. Compton was electrocuted Tuesday night while conducting signal measurements for WSOC-TV Charlotte, N.C.

MR. COMPTON

Mr. Compton was in a station wagon with L. L. Caudle, WSOC-TV chief engineer, on a road between Statesville and Salisbury, N. C., at the time of the accident, according to the station. He was cranking up the antenna when it contacted a power line. The engineers had checked the site previously by flashlight, it was stated, but failed to note the power line.

Mr. Caudle saw the flash as the antenna contacted the power line. He beat out the flames as Mr. Compton's clothes caught fire.

Surviving are Mr. Compton's widow and a son, James B., 16. The body was flown to Manhattan, the victim's birthplace.

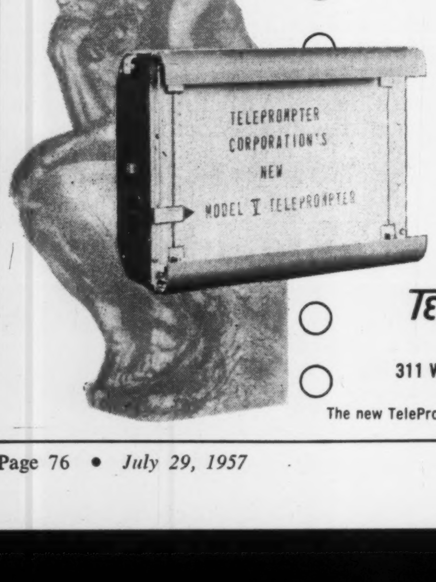
Educated at Kansas State College, Mr. Compton was a staff engineer at NBC before and after World War II. He conducted research in aviation electronics at the Navy Research Lab during the war. He built WPEN Philadelphia's tv station, which was bought by the *Philadelphia Bulletin*. Joining Mr. Davis in 1948, he had served as consultant on many station construction projects. He was chief engineer of WOIC (TV) Washington before the station, now WTOP-TV, was acquired by the *Washington Post*.

He read papers at NARTB conferences and was widely known in the industry.

...its words to the wise are sufficient

"Our station's live commercial load was more than our announcing staff could cope with, and the fact that they did not have TelePrompTer to work with led them to a frame of mind where they believed we didn't care whether the stuff was done well or not. Naturally our answer to this attitude was the immediate installation of TelePrompTer. The results speak for themselves."

**Mr. Bud Rogers,**
*President*
WSAZ-TV
Huntington, W. Va.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# DATELINES

## Newsworthy News Coverage by Radio and Tv

**WINSTON-SALEM**—WTOB helped to make the listening public aware of the reactivation, for the third time in over thirty years, of the North Carolina Ku Klux Klan last week with radio coverage of what is referred to as a "public speaking" and cross burning, held in Salisbury, N. C., where the Klan was founded in 1868. The station reports that CBS Radio's late evening *The World Tonight* used the mobile unit recordings of the KKK gathering as their lead story last Monday night.

**PHOENIX**—A reporter-photographer team from KTAR and KVAR (TV) are now in the midst of what the stations claim to be the first round-the-world reporting mission with the U. S. Air Force in the history of national radio and tv. The two men—John Harrington, KTAR news reporter, and Charles Wallace, KVAR producer-director-cameraman—are making a series of tape and film reports on the nation's global Air Force to be released in August when it celebrates its 50th anniversary. The Harrington tapes will be carried on NBC by *Monitor*. Tapes and film will be aired on KTAR and KVAR.

**CHICAGO** — WBBM-AM-FM-TV and WGN-AM-TV mobilized all their news resources not long ago to cover the worst Chicago rain storm in 82 years. Some 18 WBBM newsmen remained on the job, several for as long as 16 hours, to report record six-inch rain; six staffers drove about the city collecting first-hand information on flood damage and remedial measures. WGN utilized a cruising plane to gather information, and inserted public service spots on traffic conditions in all disc jockey programs.

**DES MOINES**—The national cross-country Powder Puff Derby, held earlier this month, had a lady entry sponsored by KRNT-AM-TV Des Moines, Iowa, reports the station. Mrs. George Pfantz, wife of a grocer and mother of two, placed 31 in a field of 50, calling in her progress to KRNT News from her Piper Tri-Pacer.

**SANTA ANA**—Listeners of KWIZ-AM-FM Santa Ana, Calif., heard an "on the scene" description of a recent atomic test blast at Nevada's Yucca Flats when KWIZ news chief Pat Michaels, through special arrangements with the AEC, was allowed to set up a private line direct from the testing site to the station.

**WORCESTER**—When a jet plane crashed, exploded and burned on a quiet residential street in this Massachusetts town last fortnight, WTAG-AM-FM—tipped off by an eyewitness—immediately sent Jim Little, news director, and newsman Dick Wright to cover the crash scene. Later, interviews with witnesses to the crash were obtained; and the information gathered was broadcast on WTAG as well as being supplied to other stations across the country.

**LOS ANGELES** — When the 65-year-old mother of pianist-personality Liberace was brutally beaten by two thugs, recently, only one radio interview of the assaulted woman was allowed, according to CBS. Ruth Ashton, KNX-AM-TV Los Angeles and CRPN women's news editor, reportedly scored a radio beat when she was permitted into the darkened bedroom of Mother Liberace to record a statement.

**WTOB** Winston-Salem records KKK meeting in North Carolina with its news director, George Thomas (l), handling the station's mobile unit at the meeting site.

### WTIX Urges Central Setup For Storm Warnings in Gulf Area

WTIX New Orleans, at a meeting of Gulf Coast weather bureau, civil defense, radio and tv officials, urged centralization of hurricane warning systems throughout the Gulf area. The station believes such a centralization, with direct communication lines to press and broadcasting stations, will "avert future devastation such as that brought by Hurricane 'Audrey' ".

Charles A. Schmid, WTIX chief engineer, proposed that a tape "message repeater" be installed at weather bureau headquarters so weathermen can record the latest information as it is computed. Such reports could be repeated until new facts are added, he said. This plan would have radio and tv stations tie into the message repeater with direct lines. Thus, says WTIX, a flip of a control board switch would put the latest weather advisory on the air.

The week before last, directors of the Florida Assn. of Broadcasters, considering somewhat the same type problem noted by WTIX, called on Gov. LeRoy Collins to "fix responsibility in each county for storm or disaster preparation" [B•T, July 22].

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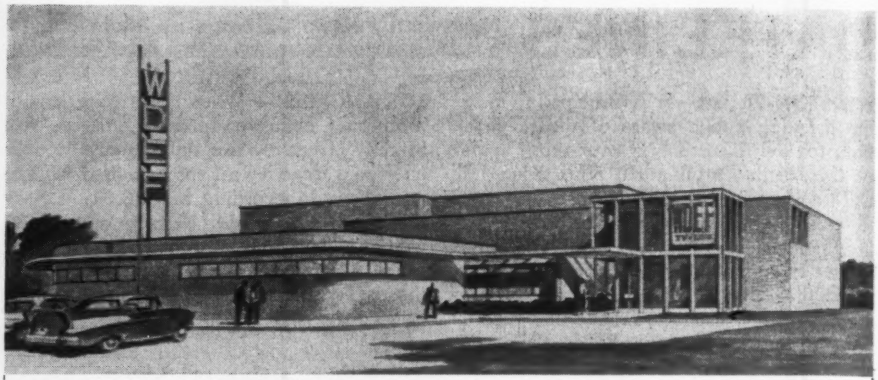
NEW YORK 19, N. Y.

### Where-to-Buy Announcements Building Spot Sales, Weed Says

THE growing emphasis on where-to-buy-it announcements is helping build spot radio and television sales, according to Joseph J. Weed, president of Weed Television Corp., N. Y.

In a letter to client stations last week, the station representative noted that "no other medium is as satisfactory as spot in the utilization of local dealers' names and addresses for nationally advertised products.

"Where-to-buy-it is the logical adjunct to why-to-buy-it," Mr. Weed said, "and spot radio and tv offer this much-desired merchandising service in the most convenient, economical and swiftest way. Dealer relations are strengthened in the use of his name on the spot program, and buyers get information that can quickly complete a sale."



**MANAGEMENT** of WDEF-AM-TV Chattanooga, Tenn., has set next month to start construction on its new $500,000 Broadcast Center, which is scheduled for occupation early next year. The three-level, 30,000-sq.-ft. brick building will be located on South Broad Street and will afford an unusual view of Lookout Mountain from its glass-walled lobby and observation deck. The tv side of Broadcast Center will have two studios—45x65 ft. and 35x45 ft. respectively, master control, two studio control rooms and two announcer booths. For radio there will be three studios, master control and a special recording control room. Architects are Bianculli & Palm, Chattanooga.

### Taft Announces Realignment For Ohio, Alabama Properties

HULBERT TAFT Jr., president of WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio, has announced an executive realignment of Radio Cincinnati Inc., necessitated by acquisition of WBRC-AM-TV Birmingham [B•T, May 13].

The new executive group will be known as the home office and includes:

Mr. Taft, president of Radio Cincinnati and affiliated corporations in Columbus and Birmingham and chairman of the board of WBIR Inc. (WBIR-AM-TV Knoxville, Tenn., 30% owned by Radio Cincinnati); David G. Taft, executive vice president of Radio Cincinnati and affiliated properties, director of WBIR Inc., manager of WKRC-TV and supervisor of tv in Columbus and Birmingham; Ken W. Church, vice president of Radio Cincinnati and affiliated corporations, in charge of all national sales and supervisor of radio operations; Dorothy S. Murphy, treasurer of Radio Cincinnati and affiliated firms and general supervisor of accounting; William Hansher, assistant secretary of Radio Cincinnati and general supervisor of engineering, and Donald L. Chapin, national sales manager under Mr. Church and in charge of the sales office in New York.

VANITY FAIR
VANITY FAIR

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

### WOKY Remodeling Underway

WOKY Milwaukee, primary station of the Bartell Group, has broken ground for improvements which will enlarge its studio and transmitter building by a third. The remodeled plant will contain an improved newsroom, air-conditioned recording studio and control room, engineering office and service department and basement storage-file room.

### Storer Gives 45 Cents Dividend

STORER Broadcasting Co., Miami Beach, Fla., has declared a 45-cents-per-share quarterly dividend on its common stock, payable Sept. 14 to stockholders of record Aug. 30. At the same time the firm's board of directors declared a six cents dividend on each share of Class B common stock. Common is listed on the New York Stock Exchange. Common B is not.

### WJLS Makes Executive Changes

JOE L. SMITH Jr., president-general manager of WJLS Beckley, W. Va., has announced a personnel reorganization and new assignments. Involved are George W. Yazell, appointed station manager; J. Kent Hackleman, sales manager; Jack Davis, program manager; Bob Rodrick, director of news, sports and special events, and Jack K. Bailey, who has joined the sales staff. Mr. Bailey, former resident of Beckley, has been district sales manager of a California baking concern.

#### REPRESENTATIVE SHORTS

**Devney Inc.** has opened new office in Los Angeles at 612 S. Serrano Ave.

**Radio Tv Representatives Inc.** announces its new Boston representative, Foster & Creed, 414 Statler Office Bldg. Telephone: Hubbard 2-4939.

#### REPRESENTATIVE APPOINTMENTS

**KRGI Grand Island, Neb.,** appoints Forjoe & Co., N. Y.

**Nebraska Home Town Radio Network** (KRGI Grand Island, KODY North Platte, KOLT Scottsbluff, WJAG Norfolk, KFOR Lincoln, KOOO Omaha) appoints Forjoe & Co., N. Y.

**WJBF (TV) Augusta, Ga.,** and **KLRJ-TV Henderson, Nevada,** appoint Avery-Knodel Inc., N. Y.

**WORC Worcester, Mass.,** appoints Young Representatives Inc., N. Y.

**KTRH-AM-FM Houston, Tex.,** names Peters, Griffin, Woodward Inc., N. Y.

#### STATION SHORT

**WCBS New York** reported gross sales have been running slightly more than 10% above last summer's figures.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER – PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

# Station Authorizations, Applications

## (As Compiled by B • T)

### July 18 through July 24

*Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.*

**Abbreviations:**

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

## Am-Fm Summary through July 24

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 3,024 | 3,010 | 268 | 399 | 145 |
| Fm | 539 | 519 | 51 | 58 | 0 |

### FCC Commercial Station Authorizations

### As of June 30, 1957 *

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 3,044 | 519 | 344 |
| Cps on air | 3,079 | 530 | 519 |
| Cps not on air | 159 | 31 | 132 |
| Total authorized | 3,238 | 561 | 651 |
| Applications in hearing | 153 | 3 | 87 |
| New station requests | 322 | 24 | 79 |
| New station bids in hearing | 109 | 0 | 50 |
| Facilities change requests | 185 | 8 | 46 |
| Total applications pending | 975 | 134 | 366 |
| Licenses deleted in June | 1 | 3 | 0 |
| Cps deleted in June | 1 | 0 | 0 |

---

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

## Tv Summary through July 24

*Total Operating Stations in U. S.:*

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 389 | 88 | 477[1] |
| Noncomm. Education | 18 | 5 | 23[2] |

*Grants since July 11, 1952:*

(When FCC began processing applications after tv freeze)

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 355 | 325 | 669[1] |
| Noncomm. Educational | 27 | 21 | 48[2] |

*Applications filed since April 14, 1952:*

(When FCC began processing applications after tv freeze)

| | New | Amend. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 1,095 | 337 | 861 | 584 | 1,443[3] |
| Noncomm. Educ. | 67 | | 37 | 33 | 67[4] |
| Total | 1,162 | 337 | 898 | 617 | 1,510[5] |

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

## New Tv Stations

### ACTION

**Sioux Falls, S. D.**—Granted KSOO Tv Inc., vhf ch. 13 (210-216 mc); ERP 28.97 kw vis., 17.38 kw aur.; ant. height above average terrain 690 ft., above ground 673 ft. Estimated construction cost $197,857, first year operating cost $150,000, revenue $180,000. P. O. address ℅ Morton H. Henkin, 317 S. Phillips Ave., Sioux Falls. Studio location 317 S. Phillips Ave., Sioux Falls. Trans. location Rock Twp. Geographic coordinates 43° 28′ 45″ N. Lat., 96° 41′ 06.5″ W. Long. Trans. and ant. RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Sole owner **Morton H. Henkin** is 50% owner of **KSOO Sioux Falls**.

### APPLICATIONS

**Moline, Ill.—Midland Bcstg. Co.**, vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,086 ft. Estimated construction cost $732,500, first year operating cost $600,000, revenue $720,000. P. O. address First National Bank Bldg., Moline. Studio location Moline. Trans. location Henry County. Geographic coordinates 41° 18′ 08″ N. Lat., 90° 22′ 30″ W. Long. Trans.-ant. RCA. Legal counsel Welch, Mott & Morgan, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Principals include **H. Leslie Atlass Jr.** (40%), **Frank Atlass II** (15%), and **Harriet J. Atlass** (15%), all are former stockholders of **WIND Chicago, Ill.** and **WKOW Madison, Wis.**, and others.

**Farmington, N. M.—Farmington Bcstg. Co.**, vhf ch. 12 (204-210 mc); ERP 31 kw vis., 15.5 kw aur.; ant. height above average terrain 386 ft., above ground 137 ft. Estimated construction cost $110.-483, first year operating cost $125,000, revenue $175,000. P. O. address 407 W. Broadway, Farmington. Studio location Farmington. Trans. location San Juan County. Geographic coordinates 36° 46′ 45″ N. Lat., 108° 11′ 20″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Smith & Pepper, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Principals include **Hugh D. Landis** and **Cloyed O. Kendrick** 33.3%, **Farmington Community Television Inc.** 33.3%, **San Juan Bcstg. Co.** 16.6% and **Jack Hawkins** 16.6%. Mr. Hawkins 66.6% **KVFC Cortez, Colo.**, 50% **KIUN Pecos, Tex.**, 40% **KVLF Alpine** and **KCMR McCarney**, both **Tex.**, and 25% **KRIG Odena, Tex.** Mr. Landis and Mr. Kendrick

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| Excellent facility. Good staff and high profits. 29% down to qualified buyers. | In manufacturing and rich agricultural area. One-Third down payment. | Serving rich growing market. Station second in city. Profits now more in fall. $40,000.00 down. | Southwestern progressive market. This station needs owner-management to achieve its full potential. Terms. | One of California's great markets. Highly profitable. Market growth insures future profits. $180,000 cash down payment. |
| WASHINGTON, D. C. | CHICAGO, ILL. | ATLANTA, GA. | DALLAS, TEX. | SAN FRANCISCO |
| Wm. T. Stubblefield<br>1737 DeSales St., N. W.<br>EX 3-3456 | Ray V. Hamilton<br>Tribune Tower<br>DE 7-2755 | Jack L. Barton<br>1515 Healey Bldg.<br>JA 3-3431 | Dewitt (Judge) Landis<br>Fidelity Union Life Bldg.<br>RI 8-1175 | W. R. (Ike) Twining<br>111 Sutter St.<br>EX 2-5671 |

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own **KVBC Farmington, KICA Clovis,** both **N. M.,** and have interest in **KRGV Weslaco, Tex.** Farmington Community Tv owns local antenna system, and San Juan Bcstg. is licensee of **KIUP Durango, Colo.**

## Translators

**Coconino Television Inc., Flagstaff, Ariz.**—Granted applications for two new tv translator stations, on ch. 71 to translate programs of **KTVK** (ch. 3), **Phoenix** and ch. 74 to translate programs of **KOOL-TV** (ch. 10), **Phoenix.**

**Honey Lake Community T. V. Corp., Susanville, Calif.**—Granted application for new tv translator station on ch. 72 to translate programs of **KCRA-TV** (ch. 3), **Sacramento,** to serve Susanville and Herlong.

## New Am Stations

### ACTIONS

**Calera, Ala.—Marion P. Jones, K. H. Jones** and **Elizabeth Jones Smith** d/b as **Shelby County Bcstg. Co.,** granted 1370 kc, 1 kw D. P. O. address % Marion P. Jones, 1208 Comer Bldg., Birmingham, Ala. Estimated construction cost $16,500, first year operating costs $24,250, revenue $31,000. Mrs. Smith, real estate manager, will own 98%; K. H. Jones, stock broker, and M. P. Jones, employe Alabama Educational Television Commission will be 1% owners.

**Soda Springs, Idaho—Caribou Bcstg. Co.** granted 540 kc, 500 w D. P. O. address % **Hugh A. Wagnon,** 305 S. Arthur, Pocatello, Idaho. Estimated construction cost $23,278, first year operating cost $36,000, revenue $41,200. Principals include Mr. Wagnon (pres.-20%), publisher-gen. mgr., Pocatello *Tribune-Journal;* **Wendell P.** and **Glen S. Marshall** (20%), Pocatello real estate-insurance agents; **Paul W. Croney** (20%), classified adv. mgr., *Tribune-Journal;* **C. Ed Flando** (20%), Pocatello automobile agency, and **Robert L. Montgomery** (20%), sr. v. p., Idaho Bank & Trust Co.

**Amsterdam, N. Y.—Walter T. Gaines** granted 1280 kc, 1 kw D. P. O. address Box 520 Amsterdam. Estimated construction cost $23,435, first year operating cost $45,000, revenue $60,000. Mr. Gaines owns **WLFH Little Falls, N. Y.,** and Amsterdam chinchilla farm. Announced Dec. 26.

### APPLICATIONS

**West Memphis, Ark.—Birney Imes Jr.,** 730 kc, 250 w D. P. O. address Columbus, Miss. Estimated construction cost $3,000, first year operating cost $40,000, revenue $48,000. Mr. Imes, licensee-owner **WMOX Meridian, WNAG Grenada** and 97.4% **WELO Tupelo** and **WCBI-AM-TV Columbus,** all **Miss.,** will be sole owner

**East Palatka, Fla.—Rea Radio & Electronic Lab.,** 1480 kc, 500 w D. P. O. address Barden, Fla. Estimated construction cost $15,089, first year operating cost $10,000, revenue $16,000. Equal partners are **Peter, Concetta** and **Anthony Corrado.** Peter is employe Transit Authority City of New York; Anthony is flight engineer, Bendix Aviation, and Concetta is housewife.

**Marianna, Fla.—The Chipola Corp.,** 980 kc. 1 kw D. P. O. address % C. Davis Turner, N. Wynn St., Marianna. Estimated construction cost $17,780, first year operating cost $46,000, revenue $58,000. Principals include Mr. Turner 30% and seven others 10% each. The owners are local merchants.

**Blakely, Ga.—Radio Blakely,** 1260 kc, 1 kw D. P. O. address Blakely. Estimated construction cost $17,497, first year operating cost $25,000, revenue $30,000. **W. C. Woodall Jr.** (75%), 50% **WDWD Dawson,** 40% **WMGE Madison,** 33.3% **WIMO Winder,** 25% **WGRA Cairo,** 16.6% **WFPM Fort Valley,** all **Ga.,** and 37.5% **WGSW Greenwood, S. C.,** and **H. A. Felder** (25%), auto, furniture and hardware dealer, will be owners.

**Dowagiac, Mich.—Dowagiac Bcstg. Co.,** 1440 kc, 500 w D. P. O. address % William Kuiper, WFUR Grand Rapids, Mich. Estimated construction cost $14,291, first year operating cost $46,000, revenue $52,000. Equal partners **William Kuiper** and **William Eugene Kuiper** own **WFUR Grand Rapids.**

**Missoula, Mont.—Missoula Bcstrs.,** 910 kc, 1 kw D. P. O. address Box 485, Pasco, Wash. Estimated construction cost $17,550, first year operating cost $48,000, revenue $60,000. Equal partners are **Gerald Colkitt, Wallace K. Reid, H. B. Murphy** and **Harold C. Singleton.** Mr. Colkitt owns 16.6% **KORD Pasco,** Mr. Reid 33.3% KORD, Mr. Murphy 33.3% KORD and Mr. Singleton 100% **KUTY Palmdale, Calif., 51% KUIK Hillsboro, 50% KYNG Coos Bay,** both **Ore.,** 49% **KITN Olympia,** 16.6% KORD and 14% **KITI Chehalis,** all Wash.

**Fredericksburg, Va.—Star Bcstg. Corp.,** 1270 kc, 500 w D. P. O. address % *Free Lance-Star,* Fredericksburg. Estimated construction cost $27,529, first year operating cost $60,000, revenue $60,000. Owned 91% by **Free Lance-Star Publishing Co.,** publisher of *Free Lance-Star,* **Charles S. Rowe** (1.8%), editor and publisher, and others.

## JAMES CORRECTION

JAMES Broadcasting Corp., Boston, Mass., purchaser of WLOW Portsmouth, Va., was reported as the licensee of WJTN-AM-FM Jamestown and WDOE Dunkirk, both N. Y. [B•T, July 22]. For correct holdings of James Broadcasting Corp. principals see FOR THE RECORD, Page 82. James Broadcasting Co., Jamestown, N. Y., is the license of the New York stations.

## Ownership Changes

### ACTIONS

**KERO-TV Bakersfield, Calif.**—Granted assignment of license and cp from **Kern County Bcstrs. Inc.** to **Wrather-Alvarez Bcstg. Co.,** for $2,150,000. Wrather-Alvarez owns **KFMB-AM-FM San Diego, Calif.,** and cp for **KYAT (TV) Yuma, Ariz.**

**WMEX Boston, Mass.**—Granted assignment of license from **New England Radio Corp.** to **Richmond Bros.** for $215,000. Owners are **Maxwell E.** and **Robert S. Richmond,** owners of WPGC **Morningside, Md.**

**WIL St. Louis, Mo.** and **WWIL Fort Lauderdale, Fla.**—Granted assignment of license from **L. A.**

**Southeast**

***$70,000.00***

Profitable fulltime operation in prosperous two-station market. Needs owner-operator to realize full potential. Liberal payout available to buyer with $20,000 available for down payment.

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**Benson** to **H. E. Balaban,** *et al.*, for $650,000. Balaban holdings include **WRIT Milwaukee, Wis., WBMG Birmingham, Ala.,** 50% **WTVO (TV) Rockford** and **WICS (TV) Springfield,** both, **Ill.,** and **KFBI Kansas City, Mo.**

**WTOD, WTRT (FM) Toledo, Ohio**—Granted assignment of license to Booth Radio & Television Stations Inc. for $122,500. Stations owned by applicant are: **WJLB, WBRI (FM) Detroit, Mich.; WBBC Flint, Mich.; WSGW Saginaw, Mich.; WIBM Jackson, Mich.,** and is applicant for tv station, Parma, Mich.

**KCRS Midland, Tex.**—Granted assignment of license from **Ruth Scharbauer** and **Clarence Scharbauer Jr.** to **Midland Bcstg. Co.** for $220,000. **Wendell Mayes,** controlling stockholder **KBWD Brownwood, Tex.** and **KNOW Austin, Tex.,** 50% owner **KTOK Oklahoma City, Okla.,** 30% **KSNY Snyder, Tex.,** 20% **KXOL Fort Worth, Tex.** and 40% **WACO Waco, Tex.,** will be 96% owner.

**WLOW Portsmouth, Va.**—Granted assignment of license from **Winston-Salem Bcstg. Co.** to **James Bcstg. Corp.** for $250,000. James Bcstg. owners are **John Quincy** (24%), **Michael Henry** (4%), **J. Joseph Maloney** (24%), **Richard Maquire** (24%) and **Arthur E. Haley** (24%). All principals have 2.77% interest in application for ch. 5 Boston, and Messrs. Maloney, Maquire and Haley have minority holdings in **WORL Boston.**

### APPLICATIONS

**KFSD-AM-FM-TV San Diego, Calif.**—Seeks relinquishment of control of licensee corporation by **Fox, Wells & Co.,** through sale of stock to **Weekly Publications Inc.** for $1,236,900. Fox, Wells & Co. and associates will hold 54.34%. Weekly Publications will be majority stockholder with 46.22%. Weekly Publications Inc., publishers of *Newsweek*, principals include **Vincent Astor** (59.07%), **W. Averell Harriman** (13.33%) and others.

**WBYS Canton, Ill.**—Seeks transfer of control of licensee corporation from **Hariet B. Winsor,** executrix of estate of **Harold R. Winsor,** deceased, to **Mrs. Winsor** and **John B. Winsor,** her son, according to will of the deceased.

**WKTM-AM-FM Mayfield, Ky.**—Seeks assignment of license from **Mayfield Bcstg. Co.** to **Graves County Bcstg. Co.** for $55,000. Equal partners are **Charles W. Stratton, H. D. Bohn** and **Mose Bohn.** Mr. Stratton owns 33.3% of **WKOA Hopkinsville, Ky.** The Bohn's have dry goods interests.

**KXLO Lewiston, Mont.**—Seeks assignment of license from **William G. Kelly** to **Central Montana Bcstg. Co.** Mr. Kelly is issuing stock in order to make the station corporate. **Donald C. Williams,** gen. mgr. KXLO and **David L. Sather,** chief engineer KXLO, will each own 1%.

**KSEO Durant, Okla.**—Seeks assignment of license from **Democrat Printing Co.** to **Durant Publishing Bcstg. Co.** for $60,000. **Robert V. Peterson,** Oklahoma U. Journalism professor, and family will be owners.

**KBEV Portland, Ore.**—Seeks assignment of cp from **James R. Roberts** to **F. Kemper Freeman, Elwell C. Case** and **Mrs. Florence G. Hayes** for $2,500. Mr. Freeman and Mr. Case will own 46.6% each and Mrs. Hayes 6.66%. The principals own **KFKF Bellevue, Wash.**

**WTAW College Station, Tex.**—Seeks assignment of license from **Agricultural & Mechanical College of Texas** to **WTAW Bcstg. Corp.** for $35,257. Principal owners include **R. E. Lee Glasgow** (49%), 98% **KAND Corsicana** and 20% **WACO Waco,** both **Tex.,** and **Hardy C. Harvey** (49%), advertising agency owner.

**WBBI Abingdon, Va.**—Seeks assignment of license from Burley Bcstg. Co. to Burley Bcstg. Inc. for $20,000. **Nelson** and **Ethel Barker, Lindy** and **Frances Seamon** will be equal partners.

**KPEG Spokane, Wash.**—Seeks assignment of license from **Robert D.** and **Martha M. Rapp** to **F. Kemper Freeman, Elwell C. Case** and **Mrs. Florence G. Hayes** for $137,500. Mr. Freeman and Mr. Case will own 46.6% each and Mrs. Hayes 6.66%. The principals own **KFKF Bellcvue, Wash.,** and have bought **KBEV Portlnad, Ore.** (see above).

**WNAM Neenah, Wis.**—Seeks assignment of license from **Neenah-Menasha Bcstg. Co.** to **S. N. Packard** for $154,000. Mr. Packard has interest in **WFRB-TV Green Bay, Wis.**

## Hearing Cases

### FINAL DECISIONS

The FCC announced its decision of July 18 which removed its stay of July 3, 1956, and affirmed its April 25, 1956, grant of application of **KTAR Bcstg. Co.,** licensee of tv station **KVAR (TV)** (ch. 12), **Mesa, Ariz.,** to move its main studio from one mile west of the Mesa city limits to a location in Phoenix. The grant had been protested by **KTVK (TV)** (ch. 3) **Phoenix.** Comrs. Bartley and Craven voted to grant protest.

The FCC announced on remand by the Court of Appeals, revised in various particulars Commission March 7, 1956, decision, and affirmed grant of application of **The Spartan Radiocasting Co.** for mod. of cp of station **WSPA-TV** (ch. 7) **Spartanburg, S. C.,** to change transmitter site to Paris Mountain with ERP of 200 kw vis., 120 kw aur., ant. 1,182 ft., change studio location within Spartanburg, etc. Comr. Bartley abstained from voting.

The Commission announced its decision of July 18 which denied a protest by **WSIC Statesville, N. C.,** and confirmed its March 23, 1955, grant of application of **Iredell Bcstg. Co.** for new am (WDBM) on 550 kc, 500 w, D, in Statesville. Comrs. Hyde and Bartley concurred in the result except insofar as it relies on the Southeastern Enterprises decision.

### INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued an initial decision looking toward grant of application of **Mt. Sterling Bcstg. Co.** for new am on 1150 kc, 500 w, D, in Mt. Sterling, Ky.

### PROPOSED TV CHANNEL CHANGES

The Commission invites comments by August 15 to conflicting proposals by (1) **KNUJ Inc.,** to assign ch. 12 to Mankato, Minn., by substituting ch. 37 for ch. 12 at Brainerd, Minn.; (2) **Minnowa Bcstg. Co.** to assign ch. 12 to Fairmont, Minn., and (3) **Lee Radio Inc.,** to assign ch. 12 to Esterville, Iowa.

## Routine Roundup

### BROADCAST ACTIONS
### By the Broadcast Bureau

#### Actions of July 19

**WCRY Macon, Ga.**—Granted mod. of cp to change studio and trans. location.

#### Actions of July 18

**WAGA-FM Atlanta, Ga.**—Granted license to change ERP to 36 kw, antenna height 960 ft.

The following were granted extension of completion dates as shown: **WRAK-TV Williamsport, Pa.** to 2-8-58; **KDPS-TV Des Moines, Iowa** to 2-12-58; **KWK-TV St. Louis, Mo.** to 2-13-58; **WNBC New Britain, Conn.** to 2-12-58; **WISC-TV Madison, Wis.** to 10-6; **WNAO-TV Raleigh, N. C.** to 11-1; **WKAR-TV East Lansing, Mich.** to 2-15-58; **KOMO-TV Seattle, Wash.** to 10-15; **WFGA-TV Jacksonville, Fla.** to 10-29.

#### Actions of July 17

**KDIX-TV Dickinson, N. D.**—Granted cp for new tv station, ch. 2.

**WSJS-FM Winston-Salem, N. C.**—Granted cp to change ERP to 12.5 kw, make minor changes in trans., ant. 160 ft.

**KBAS-TV Ephrata, Wash.**—Granted mod. of cp to change ERP to vis. 13.5 kw, aur. 6.76 kw, ant. 860 ft.

**WBAL-TV Baltimore, Md.**—Granted extension of completion date to 2-8-58.

**WMAR-TV Baltimore, Md.**—Granted extension of completion date to 2-8-58.

#### Actions of July 16

**KGDN Edmonds, Wash.**—Granted mod. of license to change name to King's Garden, Inc.

**WKVM San Juan, P. R.**—Granted extension of completion date to 9-1.

**KURA Moab, Utah**—Granted extension of completion date to **10-27.**

**KPAR-TV Sweetwater, Tex.**—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 45.7 kw, ant. 580 ft.

**KGMS-FM Sacramento, Calif.**—Granted extension of completion date to 12-16.

## UPCOMING

#### July

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

#### August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, **San Francisco.**

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

#### September

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

#### October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 22-23: Texas Assn. of Broadcasters, Jack Tar Hotel, Galveston.

#### NARTB CONFERENCES

| | | |
|---|---|---|
| Region 1 (New England, N. J., N. Y.) | Sept. 16-17 | Van Curler Hotel Schenectady, N. Y. |
| Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.) | Sept. 19-20 | Statler Hotel Cleveland |
| Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) | Sept. 23-24 | Grove Park Inn Asheville, N. C. |
| Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.) | Oct. 10-11 | Muehlebach Hotel Kansas City |
| Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Ariz.) | Oct. 14-15 | Multnomah Hotel Portland, Ore. |
| Region 7 (Mountain States) | Oct. 17-18 | Brown Palace Hotel Denver |
| Region 6 (Kan., Okla., Texas) | Oct. 22-23 | Baker Hotel Dallas |
| Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.) | Oct. 24-25 | Peabody Hotel Memphis |

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## RADIO

### Help Wanted

*Management*

**Manager with sales ability** to operate mid-Atlantic state station in medium market. Full patriculars first letter. Box 585A, B•T.

**Sales manager** top earnings for top man major independent, New Jersey market. Box 661A, B•T.

**Northern Illinois sales manager** strong on sales, real opportunity for good man. Box 663A, B•T.

**Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.**

**Sales manager,** $6000 plus percentage. Give experience and references to Jim Brady, KIFI, Idaho Falls, Idaho.

*Sales*

**Ready to move up** the ladder? To a #1 NBC affiliate in an expanding California market? Like to sell personalities, music, news, sports? We've got them all. Plus a liberal compensation plan for aggressive people. If you're looking up, send complete information including your past billing to Box 506A, B•T.

**Excellent opportunity** for aggressive salesmen of proven ability in major Florida market. Send all particulars to Box 527A, B•T.

**Music-news metropolitan market.** Great opportunity. Guaranteed drawing account. Box 550A, B•T.

**Top rated station** in Pennsylvania city needs salesman of proven ability to sell local accounts. Salary and commission. Send complete resume to Box 564A, B•T.

**South Florida.** Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

**Salesman, north-central Ohio** radio station has an opening for an aggressive radio time salesman. This is a real opportunity for an individual to make an excellent connection. Write Box 593A, B•T and give experience.

**Time salesman.** Salary plus commission. Good market. ABC Texas station. Box 614A, B•T.

**Oregon regional station.** Fine place to live. Guarantee $300. 20% commissions. Box 633A, B•T.

**Michigan regional independent** needs a good salesman, capable of growth, good salary, plus. Box 662A, B•T.

**Salesman-announcer.** Permanent position, some experience required. Ideal climate, good wages, chance for advancement. Needed at once. Contact Jim Duncan, KSIL, Silver City, N. Mexico.

**Salesman** for new kilowatt daytimer in Cocoa, Florida. Send full details to Station WEZY, Cocoa, Florida.

**Leading station** in fastest-growing market in southeast will soon have available for assignment its most important list of active local accounts. If you have proven record of success in advertising sales, send complete information to WSAV, Savannah.

*Announcers*

**Announcer with minimum experience** for 250 watt network small market station in southeast. Send tape and resume in first reply. Box 426A, B•T.

**Country-western** and pop music programs. Southwest. Box 549A, B•T.

**South Florida.** Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Wanted, combination** all-around announcer and copywriter with experience of at least three years, furnish references, salary expected, state last three employers and whether presently employed. All information confidential. Box 592A, B•T.

**Opportunity!** A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

**Illinois kilowatt** independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

**Desire football announcer** plus staff duties. Tell all. Texas station. Box 613A, B•T.

**California station** in major metropolitan market needs top morning personality. Rush air check, picture, and complete details, including salary requirements to Box 645A, B•T.

**DJ wanted** — Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 week. Box 669A, B•T.

**KLAD in Klamath Falls, Oregon,** has an opening for a good combination announcer-salesman. Good pay.

**Opening—Top announcers,** live, willing work format, Denver and San Francisco. Send tape, KOSI, Denver, no telephone calls.

**Announcer:** Experienced reliable man for regular staff and board work. Still better proposition if you can do play-by-play high school sports and assist with sales. KRLN, Canon City, Colo.

**Above average dj** for 10 kw independent. If you're really a top man and want toget into a fast-growing organization, send tape, resume and picture. KTKT, Tucson, Arizona.

**Need experienced staff man** familiar with news, music, sports, format. Operate own board. If you have first ticket, so much the better, but it is not essential. Send resume, picture, salary requirements. Hold tapes for later request. Program Director, KWNO, Winona, Minnesota.

**Announcer, sales-announcer** combination and program director for WEZY in Cocoa, Florida. Send details to Herb Arms, Station Manager.

**Top dj** who can really sell on the air. Expanding our staff with opening for right man. Send us proof plus tape, photo and background. **WISH,** Indianapolis.

**Florida openings:** First phone dj, salesman-announcer. WKXY, Sarasota.

**New Maine regional** music station, combining 730 kc with salt water coverage of New England coast, requires top staff. Beginning operations in September. $110 a week for above average announcers. Send tape and complete resume to Winslow T. Porter, WMMS, Bath, Maine.

**Immediate opening available** for announcer in pleasant central Florida community. Send resume of experience, tape recording of voice, salary hinges on experience and background, however, please state minimum salary required. Manager, WPLA Plant City, Florida.

**Wanted, experienced** play-by-play sportsman for basketball and football by CBS radio station located in middle sized midwest. Market duties also cover nightly sportscast. Radio and tv sales experience desirable but not necessary. Rush tape, audition play-by-play, photo and resume to Merritt Milligan, WTAD-KHQA-TV, Quincy, Illinois.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Personality dj** wih both announcing and personal appearance ability. Needed by top north Florida station. Rush tape, picture, particulars and minimum starting wage to WTAL, Tallahassee, Florida.

**Eastern North Carolina** radio station needs experienced announcer. Fringe benefits. 40 hour week. Chance for advancement. Send tape, resume to Program Director, Radio Station WVOT. Wilson, N. C.

**And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.**

*Technical*

**Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.**

**Florida's finest** wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

**Wanted, first class** radio engineer, must furnish references, give experience, salary expected and when available. Box 591A, B•T.

**Immediate opening** for chief engineer-announcer for remote controlled fulltime 250 watt station. Must have above average voice for short air shift. Good salary. Contact immediately. Box 618A, B•T.

**First class engineer-announcer** for Indiana nondirectional 1000 watt daytimer. Box 642A, B•T.

**Microwave engineer.** Challenging opportunity for young man to utilize knowledge of microwave in conjunction with community antenna systems. National company. Send resume to Box 654A, B•T.

**Engineer-announcer** with first ticket. Reasonable experience. **Box 485, Aberdeen, Maryland.**

**Combination man** with first class ticket, immediate opening, new independent. Contact J. Howard Jones, Douglas, Wyoming, KWIV.

**Excellent opportunity,** good wages, wonderful working conditions with transmitter in air-conditioned studios. Regular hours 10 A.M. to 5 P.M. Must be experienced and fully qualified. No announcing. Call or write WAVI, Dayton, Ohio.

**Wanted**—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. **WBRV,** Boonville, N. Y. Phone 11.

**Engineer with first class license.** No announcing. Should have knowledge of theory. Potentiality for development more important than experience. WCOJ, Coatesville, Penna.

**First class engineer** with car for midwest kilowatt directional, transmitter duty. WEOL, Elyria, Ohio.

**1st class engineer,** 40 hours a week, must have some experience in maintenance, contact WGSM. Huntington, N. Y.

**Engineer** with first class license and car for transmitter position. WIRL, Peoria, Illinois.

## RADIO

### Help Wanted—(Cont'd)

*Technical*

**Wanted immediately,** engineer for chief engineer position with thousand watt radio station in southeast Georgia. Must have first class license, know Gates equipment, have announcing and board experience. Good salary, excellent working conditions. Send tape, details to WJAT, Swainsboro, Georgia.

**Chief engineer, some announcing.** $90.00 to start for 40 hours. WTTN, Watertown, Wisconsin.

*Programming-Production, Others*

**Where in the world** are all the copy writers? We need a good one and are willing to pay for a top performer. If you write catchy copy, quick, shoot us samples, picture, salary requirement. Box 577A, B•T.

**California station** looking for journalist-newscaster, not just a voice but someone who knows how to give news in depth. Rush resume, including philosophy, views, salary requirement, picture and tape. Box 629A, B•T.

**Wanted:** Continuity writer. Experienced. Position with established station. In business 26 years. Midwest. City 45,000 population. 50 miles from Milwaukee. State salary desired and experience. Box 634A, B•T.

**Record programmer.** For large midwest radio operation to organize brand new record library, contact record sources, build stocks, clear copywrites, and program music for increased dj show schedule. No air work, but need someone who eats, breathes and lives records. Box 638A, B•T.

**Newsman:** Experienced only, to gather, write and broadcast local news for Pennsylvania station. Must be a newshound. No disc jockey. $85 to start. Box 672A, B•T.

*Get*

**Your First Class Commercial**

**F. C. C. LICENSE**

**in**

**12 Weeks!**

●

**More Jobs Than We Can Fill**

**Jobs in radio-TV-electronics are going begging. A COMMERCIAL (not amateur) F.C.C. license is your ticket to higher pay and more interesting employment. We train you quickly—then help you find the job you want!**

**Grantham Training Is Best**

**Grantham School of Electronics SPECIALIZES in preparing students to pass F.C.C. examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.**

*Here's Proof!* **A few of our recent graduates, the class of license they got, and how long it took them:**

| | License | Weeks |
|---|---|---|
| Lawrence L. Alzheimer, Collins, Mont. | 1st | 4 |
| B. A. Willms, 1401 E. Muriel, Orlando, Fla. | 1st | 12 |
| J. E. Murphy, Wesley Hotel, Washington, D. C. | 1st | 12 |
| Robert Todd, 216 West End Ave., Cambridge, Md. | 1st | 13 |
| David Seigler, 216 Dowling, Walterboro, S. C. | 1st | 10 |
| W. Reynolds, 238½ Washington Blvd., Venice, Calif. | 1st | 12 |
| Richard Jones, Station KGHF, Pueblo, Colo. | 1st | 13 |
| Joe C. Davis, Waynesboro, Miss. | 1st | 11 |
| W. D. Mains, 6332 S. Paramount, Rivera, Calif. | 1st | 12 |

**Learn By Mail or In Residence**

**Correspondence training from Washington, D. C., and Hollywood, Calif. Also, resident DAY and EVENING classes held in both cities.**

**MAIL TO SCHOOL NEAREST YOU**

**Grantham Schools,** Desk 12-T

**821 19th Street N.W.**
**Washington 6, D. C.**

**OR**

**1505 N. Western Ave.**
**Hollywood 27, Calif.**

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ______________________________

Address ______________________________

City ____________________ State __________

I am interested in: ☐ Home Study, ☐ Resident Classes

## RADIO

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**Girl continuity writer** needed at radio KCOL in cool, colorful Fort Collins, Colorado.

**Immediate opening** for copywriter. Contact Dan Griffin, WBIG, Greensboro, N. C.

**Wanted immediately,** attractive, talented young lady for continuity director. Send samples of copy, photograph and resume to Station Manager, Jim Butler, WIRL, Peoria, Illinois.

**Need program director** with salable ideas who can do board work. Excellent salary, good working conditions. Call or write Gordon MacIntosh, WTUX, Wilmington, Delaware.

## RADIO

### Situations Wanted

*Management*

**General manager,** metropolitan fulltime independent. 10 years GM experience. Box 440A, B•T.

**Commercial manager-salesman experienced small station operation. Married, family, available September 1. Desire relocate west coast. Reasonable income needed. Box 534A, B•T.**

**10 year radio veteran,** age 30, seeks relocation NY-Jersey area as manager, commercial manager, PD or combination. College. Family. Box 630A, B•T.

**Program director** wants to manage. Have four years of experience in every phase of radio. Would consider buying stock in station. Box 636A, B•T.

**Commercial manager,** account executive wants Florida connection. 25 years sales experience, references, not floater, now employed as general manager independent. Write or wire Box 647A, B•T.

**Manager. Solid experience,** real hustler. Seeking permanent job. Location immaterial. Box 649A, B•T.

**Manager-sales manager.** Now employed major market but station sale pending to owner who will manage. Record to prove administrative and sales ability made sale possible. Fifteen year executive experience and reputation, substantiated. Confidential. Box 659A, B•T.

*Sales*

**Top salesman** for number one independent, highly competitive market of 100,000, ready for challenging manager or sales manager position. Thoroughly experienced all phases of today's radio operation including national sales, programming, sales promotion. Finest references, university graduate, married. Four years with present operation. No room for advancement. Any size market considered under right arrangement. Box 603A, B•T.

**Experienced salesman** with first phone ticket. Salesmanager in east Texas town of 45,000. Four years experience, 25, married, top references. Seeking good sales job or small market management. Box 648A, B•T.

*Announcers*

**Personality dj.** Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

**Girl personality,** dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T

**Dj, beginner.** Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

**Newsman.** Radio and television. 15 years experience including network and nation's capitol. Major market. Box 420A, B•T.

**Outstanding sports announcer** also excellent in all staff work. Present station dropping local sports to take network sports. Where can I stay for at least five years? Box 537A, B•T.

**Sportscaster, eight years experience.** Can give you top football, basketball play-by-play. Top pro, college basketball, football experience. Available Sept. 1. Box 594A, B•T.

**DJ/announcer,** flexible personality, recent radio school graduate, interesting program ideas, fine voice quality. Box 598A, B•T.

## RADIO

### Situations Wanted—(Cont'd)

*Announcers*

**Announcer-dj** (25) music-news station, 4½ years, permanent Florida position, $85, marrying next spring. Box 599A, B•T.

**Announcer** with first phone and little experience, seeks more. Box 600A, B•T.

**Non-drinker,** experienced, married announcer, dj, news, staff, 2½ years, college, seeking advancement, presently employed, will go anywhere. Box 601A, B•T.

**Experienced dj-announcer,** first phone. $100 minimum 40 hours. Prefer midwest. Box 605A, B•T.

**Country and western disc jockey** wants new location beginning 8 years for same sponsor, family man, would like to make a change and get out of rut. Highest rating in one of largest cities. Have great knowledge of programming and smooth delivery, also available for semi-pop programs and can also run board. Will take vacation soon and will be available for personal interviews. Box 607A, B•T.

**All night man, anyone?** First phone, ten years experience. $125.00. Box 608A, B•T.

**Announcer, mature.** Three years radio, one year television experience. Newscasting, plus informal, smooth dj personality. Excellent commercials. Third phone. Draft free. Box 610A, B•T.

**Fast paced dj,** three years experience, knows music, family. Box 619A, B•T.

**Announcer, 3½ years experience,** network voice, with family wants to earn, learn with progressive organization. Age 27. $100.00. Box 620A, B•T.

**Staff announcer** desires to relocate in Minn., Wisconsin, or Iowa. Married, first phone, 1 year experience. Box 621A, B•T.

**Sportscaster-announcer,** first class license, 8 years experience, staff, play-by-play basketball, football. Presently employed. Box 623A, B•T.

**Staff announcer** with first ticket, two years experience, reliable. Florida only. Box 626A, B•T.

**Staff announcer** some experience, trained, disc, news. Also capable salesman. Box 628A, B•T.

**Sports announcer.** Have reached limit in present market for my ability (4 years). Excellent play-by-play football, basketball, baseball. Box 635A, B•T.

**Many years experience.** Still young. Good and can prove it. Prefer southwest. Box 639A, B•T.

**Veteran sportscaster.** 13 years excellent play-by-play football, basketball, baseball, boxing. Top sports shows, special events, news. Desire strong sports station. 3 years television. Prefer east. Minimum talent included $150. Box 641A, B•T.

**6 months experience,** will travel immediately. Phone Minersville, Penna. Liberty 4-3221. Box 644A, B•T.

**Top rockbilly dj** wants early morning and late afternoon show in market of 300,000 or better. Can't staff but can make us both money. Details on request, tapes, pix, bio. If you have the top 40 blues, write Box 646A, B•T.

**Good announcer;** will consider any location, but would like to get a little more college with it. Current earnings $175 week. Box 650A, B•T.

**Stop.** If you don't we both lose. Happy dj, family man. Box 652A, B•T.

**Top announcer,** 1st class license, now employed. Seven years experience all phases, asst. manager, play-by-play, copy, sales and news. Box 655A, B•T.

**Announcer—desires staff position.** 2 years experience. Control board operation. Car. Box 656A, B•T.

**DJ, 8 years experience,** tops in area, age 27, married, family, tv experience, personality shows am and tv, record hops, prefer am and tv operation, will consider either. Box 658A, B•T.

**Top dj, first phone,** B.S. Speech, 12 years experience, distinct air personality. Top mail pull. Prefer larger market, directional experience. 37, single, travel. $100 weekly. Box 660A, B•T.

**Announcer-salesman.** Employed, experienced, college, vet, ambitious, married, references past and present available. Box 664A, B•T.

## RADIO

### Situations Wanted—(Cont'd)

*Announcers*

**Young Army officer** with 5 years background in news, announcing, sportscasting and newswriting is resuming radio-tv work after July. Degree. Champion speaker, married, family. Received several offers but still considering. Box 667A, B•T.

**Announcer,** college trained, two years experience. Prefer east or southwest. Tapes available. Box 671A, B•T.

**Youthful voice,** can sell to teenage audience. Dj, news, operate console. Midwest preferred. Joseph Baker, 7337 S. Lowe, Chicago, Ill. Aberdeen 4-7480.

**Managers-grab-save.** Western states. 90-day leave starting August. Do work of 3 men—R&B, C&W, dj, news-sports. Age 31, married. Personal interviews only. In your territory August, September, #3 figured salary parties, with investment opportunities. Contact Ward Goodrich (Ned Needham) WMOP, Ocala, Florida. After August 3rd, Rte. 1, Box 401, Danville, Indiana. Chamness Residence.

**Beginner announcer,** 26 years, negro, 56 college graduate, 2 years service announcing experience. Strong on news and music, excellent typist, will travel, tapes available. Walter Sanders, 10710 Magnolia Drive, Cleveland, Ohio.

**Professional announcer** and successful personality dj. 32, family, permanent. Normal salary plus talent or sales % on successful entertainment station in larger midwest city or scenic far west area. Please wire. Will phone back. Smith, 2101 W. 48th, Kansas City, Kansas.

**One experienced announcer** and one experienced copywriter-announcer preferring employment at the same station, now available. Will send audition tape, sample copy and photos to any interested station. Contact Dick Thornber, 184 E. 147th St., Harvey, Ill.

*Technical*

**Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.**

**Engineer, 1st phone.** AM and tv studio and transmitter experience. Can accept responsibility. Prefer position where maintenance ability is required. Box 543A, B•T.

**Versatile combo 1st phone,** ten years chief, enthusiastic, reliable. Seeks California. $500 minimum. Box 637A, B•T.

**Want transmitter position,** dir. exp., 1st phone, car, prefer west. Box 624A, B•T.

**Chief engineer,** 18 years experience 100 to 50 kw including directionals. Desire position in upper midwest. Box 657A, B•T.

**Engineer, first phone,** experienced, construction, maintenance, directional antennas, chief engineer. Looking for permanent position in east. Married, sober, dependable. Available August. Lyle Lincoln, 113 Wilson Street, Havre de Grace, Md. Phone 749-J.

*Production-Programming, Others*

**Responsible family man,** employed, trade 5 years radio, 2 tv for program directorship, similar capacity position with future. Box 518A, B•T.

**It's time for a change.** Have trenchcoat and typewriter, will travel. Experienced newsman, single, veteran, journalism degree. Top references. Box 548A, B•T.

**Informal, low pressure personality** seeks permanency in competitive, medium-to-big market. 8 years radio-tv. Married. Box 622A, B•T.

**Take me and see,** I'm brisk! PD-dj. Top show, extremely competitive market. Sales and air promotions with ten years know-how. Can you afford top man to deliver top job? Personal interview, south and west. I'm thirty and married. Box 631A, B•T.

**News, and commercial announcing.** Major market. Box 651A, B•T.

## TELEVISION

### Help Wanted

*Sales*

**Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience** and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

**California network vhf** needs local salesman for direct call. Guarantee draw, override and profit sharing with progressive, growing organization currently owning two tv and two radio properties. Contact Graham Moore, KSBW-TV, Salinas, California, P. O. 1651.

*Technical*

**Studio engineer** for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

**Chief engineer**—have immediate opening, at least 3 years experience all phases tv. Contact W. M. Greely, KHOL-TV.

**Expanding schedule** need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

**Engineer with supervisory experience** studio and transmitter. Location in Boston, Mass. Salary commensurate with ability. Please send background, resume to Frank W. Harvey, WGBH-TV, Cambridge, Mass.

**Engineer,** first phone, needed immediately, $100 per week to start. Lot of fun living around Norfolk and Va. Beach. Call or write Tim Bright, WTOV-TV, Norfolk, Va. Phone MAdison 7-5915.

**Studio and transmitter technicians:** Young, experienced, energetic for educational vhf. College opportunity at nearby NC State, Duke, Carolina. State experience, education, and provide recent snapshot by letter to Alan B. MacIntyre, WUNC-TV, Chapel Hill, North Carolina.

## TELEVISION

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**Network information,** educational tv show needs writer-assistant producer immediately. Middle Atlantic area. Send full particulars and photo. Box 558A, B•T.

**Combination** program-director-announcer wanted for long established radio station in eastern Ohio. Brilliant future with fast growing organization now operating three television stations and five radio stations. Position now open with parent station as program director-announcer. State experience, salary expected, age, etc. Box 665A, B•T.

## TELEVISION

### Situations Wanted

*Management*

**General manager,** excellent 25 year background all phases television, radio. Presently managing moderate sized tv-radio combination. Seeking more rewarding management opportunities with progressive operation. Box 668A, B•T.

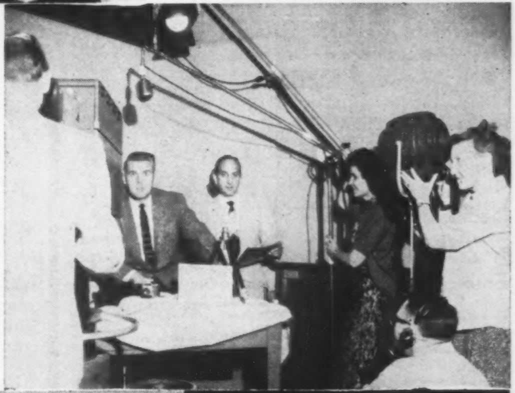
*Sales*

**Mr. Manager:** Here's a salesman-announcer with eleven years radio, on tv. He has a modestly successful background in small market sales and management. Above average announcer, top-flight professional and college play-by-play. Some network experience. First phone. He wants a five figure sales or sales/sports position with a financially sound radio/tv operation. Family man, 35. No drinker. Wants more money, and willing to work for it. References. All replies promptly answered. Box 666A, B•T.

TOP PEOPLE IN TELEVISION ALL SECTIONS OF COUNTRY

TV Experienced Eager, Willing To Learn To Do Things The Way You Want Them

These people have just finished their training under the direction of TV professionals in Portland. Northwest people are well-grounded in the practical aspects of TV production, but still anxious to learn *your* station's way of doing things. For TOP TV People, call Northwest First.



NORTHWEST
Television–Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

# TELEVISION

## Situations Wanted—(Cont'd)

### *Announcers*

**Announcer-actor.** Experienced radio and television. Strong commercial delivery on or off camera. Now in radio. Wants to return to radio-television combination. Box 609A, B•T.

**Announcer good on camera,** doesn't sound bored in booth. Presently top man metropolitan "U" wants to become bottom man at metropolitan "V" and work up. Box 617A, B•T.

### *Technical*

**Twenty years am-fm-tv** including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

**Engineer,** first phone; seeking position at tv transmitter or studio anywhere; experience in radio transmitter and studio; instructor and ham; 29; married; salary and hours of secondary importance. Box 612A, B•T.

### *Programming-Production, Others*

**Writer - announcer - director,** with top midwest radio-tv station, wants Florida location, radio or tv. 10 years experience. Mature, responsible, family man. Box 447A, B•T.

**Producer-director** 4 years with present employer. Wish better market. Not drifter nor loafer. Go anywhere for right set-up. Write Box 502A, B•T.

**Director-producer,** 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

**Film editor well rounded** film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

**Operations manager,** chief engineer, or supervisor, who will build and maintain an economical, trouble free operation. Fourteen years background, best of references. Box 554A, B•T.

**Assistant director-cameraman.** Married, employed. Creative, imaginative. Desires more progressive operation, personal interview. Box 590A, B•T.

**Sports-news.** Four years television, five years radio. Reporter, writer, announcer. Play-by-play. Box 615A, B•T.

**Newscaster - announcer:** Highest professional quality on camera, on mike, and in newsroom. Impeccable record in ten years of broadcasting. I want to work with a major market leader where only the best is good enough. Personal interview. Box 616A, B•T.

**Photographer, experienced** all phases station and agency advertising, stills, movies, tv commercials, newsreels, sound color industrials. College graduate with radio and live television background. Own equipment, will travel. Box 640A, B•T.

**Young man.** Experienced with uhf and large vhf stations in tv camera and complete studio operations wishes permanent position. Box 643A, B•T.

**Film director-editor.** 8 years commercial-television experience. Film buying and department experience. Top network references. Box 670A, B•T.

# FOR SALE

## Stations

**In the northern New England** market currently billing $82,000 yearly, making good profit but owner retiring. Good terms to right buyer. Box 611A, B•T.

**Florida CP** in exclusive market. Reasonable. Box 627A, B•T.

**Tennessee daytimer, $65,000 total,** terms available to responsible purchasers. This and eight other southern stations now available. Paul H. Chapman Company, 84 Peachtree, Atlanta.

**California, fulltime kilowatt.** Important market, $225,000.00 terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

**Norman & Norman, Inc.,** 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. **Experienced.** Former radio and television owners and operators.

**Write now** for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

# FOR SALE

### *Equipment*

**1 kw Western Electric** fm transmitter and Hewlett-Packard monitor. Box 596A, B•T.

**General Electric** uni-level amplifier type BA-9-A, like new. $100, WNAH, Nashville, Tennessee.

# WANTED TO BUY

## Stations

**Wanted lease** of AM property with option or low priced buy. 25 years of broadcast experience. Prefers Florida, but will consider good offer. Box 330A, B•T.

**Small market,** southeast, for owner-management, realistically priced, reasonable downpayment. Box 597A, B•T.

**Wanted to buy:** 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

**I have ⅓ interest** in a very profitable station in the top 50 metropolitan markets. Will consider exchange of this interest for control of a problem station requiring management interest and supervision. All replies confidential. Box 625A, B•T.

**Stations wanted.** Private, independent service. **Ralph Erwin, Broker.** 1443 South Trenton. **Tulsa, Oklahoma.**

**Midwest owner** 500-D station, wants another same general location. Top $150,000, one-third down. Non-publicity guaranteed. Our NO. 0005. May Brothers, Binghamton, N. Y.

### *Equipment*

**Cash for 3 kw** fm transmitters and related equipment, also station equipment. Box 653A, B•T.

**Rear screen projector** and screen; also 16mm film processor. Write Chief Engineer, CHLT-TV, Sherbrooke, Quebec.

**1 used 16 mm Contact Printer,** silent and sound, 1200 ft. capacity. WBRZ, Baton Rouge, Louisiana.

**We need immediately** either studio or portable monochrome sync generator in good condition. Contact Chief Engineer, WJBF, Augusta, Ga.

**Wanted:** 5 kw am transmitter. State make and model, age, condition and price first letter. Electronic Service Co., 2912 E. Mabel St., Tucson, Arizona.

# INSTRUCTIONS

**FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.**

**FCC first phone** license in six weeks. **Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

**F.C.C. First Class Phone** License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

# RADIO

## Help Wanted

**NASHVILLE, TENN., COUNTRY MUSIC CAPITAL OF THE WORLD**

New 100% County Station going on air soon. Only Top Notch Country D.J.s need apply. Must have professional delivery. Production minded. Ability to sing or play instrument not necessary but will help. Reputation must bear investigation. Station located in suburban Madison where all the stars live. Beautiful new TVA lake 5 min. away. Wonderful fishing, boating, recreation. Salary open—commensurate with ability. Send complete tape, references, resume, photo to:

**CAL YOUNG, WENO RADIO**
**P. O. BOX 5236, NASHVILLE, TENN.**

# RADIO

## Situations Wanted

### *Programs-Production, Others*

**RADIO/TV PIONEER**

Familiar with all phases of business. Agency, station, network experience plus good knowledge engineering. Desire N. Y. metropolitan area as public relations or publicity man. Excellent contacts with trade press and newspaper radio/tv columnists. Reply Box 325A, B•T.

# TELEVISION

## Help Wanted

### *Technical*

**HI PARDNER**

Tired of the Rat Race? Like fishing and hunting in your own backyard (almost)? Your First class ticket could be your passport to living the year round in vacation land. We need a TV engineer. Pay over scale, good crew, good living conditions, good schools. Contact Robbie Robinson, KREX-TV, Grand Junction, Colorado.

### *Sales*

**We'll Invest in a TV Sales Executive**

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with one of the country's most respected multiple-property operations.

If you fit the picture, you'll live in a pleasant, medium-sized, midwestern community. You'll start at up to $7500 depending on your background, and you'll move ahead rapidly with a wide-awake team at a station that's head and shoulders above competition. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box No. 556A, B•T

**CALIFORNIA NETWORK VHF**

Needs local salesman for direct call. Guarantee draw, override and profit sharing with progressive, growing organization currently owning two tv and two radio properties. Contact Graham Moore, KSBW-TV, Salinas, California, P. O. 1651.

## TELEVISION

### Help Wanted

*Sales*

We are interested in hard sell at the local level. . . . No "Arm Chair Strategists" for this Southern VHF market. . . . Excellent salary to man who qualifies. Forget the "Blue Sky" and give us a success story sending usual particulars, age, etc., when you apply. The Dixie Network, Jackson, Tennessee.

### Employment Service

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE**

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

### FOR SALE

*Equipment*

**TAPE RECORDERS**
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
**STEFFEN ELECTRO ART CO.**
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

***NO MATTER HOW***

**you look at it, a classified ad on this page is your best bet in getting top-flight personnel.**

# PEOPLE

## A WEEKLY REPORT OF FATES AND FORTUNES

### ADVERTISERS & AGENCIES

**Kenneth R. Baumbusch,** formerly marketing manager of new products for B. T. Babbitt Inc., N. Y., to John F. Murray Adv., same city, as vice president-general manager.

**George Chamberlin** and **Arthur Poppenberg,** WTVJ Miami, join Henry Quednau Inc., Tampa, Fla., to head agency's new Miami office.

**Don Cavitt,** freelance writer and announcer, to Nemer Adv., Minneapolis, as account executive.

◄ **Dave Hubbard** joins Broggi Adv., San Antonio, as regional account executive, servicing advertisers throughout southern Texas.

**Henry Colman,** director of tv program development for Theatre Guild, N. Y., for two years, to Emil Mogul Co., N. Y., as director of radio-tv production.

**Dale W. McCoy,** veteran in advertising-media sales fields, to Lago & Whitehead Inc., Wichita, Kan., as new business sales coordinator.

**Thomas R. Geisinger,** formerly new products manager of Mennen Co., N. Y., to Lawrence C. Gumbinner Adv., same city, as marketing supervisor.

**James G. Long,** associate editor, *Iron Age* (weekly metalworking magazine), to Gray & Rogers, Phila., public relations-publicity department.

**Ralph H. Sinclair,** formerly vice president-copy director, Ruthrauff & Ryan, N. Y., to Geyer Adv., same city, copywriting staff.

**Stanley Waldman,** formerly with R. I. David & Co. Adv. Agency, to advertising department of Beltone Hearing Aid Co., Chicago.

**Les Blumenthal,** executive vice president, Product Services, N. Y., father of boy, Bradley, July 12.

**Joseph A. Burland,** 61, vice president in charge of media, Lambert & Feasley Inc., N. Y., died July 20. Before joining agency in 1943, Mr. Burland was media director of Kelly Nason Inc.

### FILM

**Marvin Lowe,** former vice president and sales manager of Lippert Pictures, named midwest sales manager for Guild Films, Chicago, succeeding **Robert C. DeVinny,** who resigned to enter business for himself.

**Cy Kaplan,** sales executive for National Telefilm Assoc., N. Y., named special assistant to vice president in charge of sales.

**Bill Buckley,** formerly president of Buckley-Loomis Productions, N. Y., to Roger Wade Productions, N. Y., as production chief. **Frank Furio,** tv-art director for Quality Bakers of America, N. Y., and **David C. Bigelow,** formerly production manager of L. L. Loft Productions and vice president of R. C. Bigelow Co. (teas, herbs, spices), Norwalk, Conn., join Wade as art director and production coordinator, respectively.

**Wes Barry,** tv motion picture director, signed by Irving Briskin to produce new *Wild Bill Hickok* series for Screen Gems.

### STATIONS

**Richard P. Reed,** commercial manager, WICH Norwich, Conn., promoted to vice president-station manager.

◄ **Hamilton Brosious,** advertising director, *The Bellingham* (Wash.) *Herald,* to KVOS Bellingham as general manager. He formerly was with WMAJ State College, Pa., and WKOK Sunbury, Pa.

**John Sherman,** operations director, KVOS-TV, named program director of KVOS and **Don Brice,** program director and news director of WKBN-AM-TV Youngstown, Ohio, joins KVOS as news director.

◄ **Robin Bright,** announcer, WIBC Indianapolis, to WRMF Titusville, Fla., as general manager. Station expects to go on air Sept. 1.

**Bob Lemon,** general manager of WTTV (TV) Indianapolis-Bloomington, Ind., resigns, effective in 30 to 60 days.

**William Garry Coble,** general manager, WLCM Lancaster, S. C., to WYSE Lakeland, Fla., as manager.

**Ted Wolf,** formerly with KBET-TV Sacramento, to KWG Stockton, both California, as station manager.

◄ **Bob Hanna,** formerly with WGBS-TV Miami, to WPST-TV Miami as commercial manager. He will be in charge of all local sales for WPST-TV.

**James (Ted) Dooley,** program director, KVIP-TV Redding, Calif., named KVIP station manager in addition to his present position. KVIP plans October target date.

◄ **Grady Edney,** formerly program manager, WBZ-WBZA Boston-Springfield, Mass., to WIBG Philadelphia as program manager.

**Faris Giles,** WLCM Lancaster, S. C., named **John Keenan,** general sales manager, program director.

WNEM-TV Saginaw, Mich., to WANE-TV Fort Wayne, Ind., as director of sales.

◄ **John W. Highberger,** promotion manager, KARD-TV Wichita, Kan., to WLWI-TV Indianapolis as promotion-publicity director, effective Aug. 5.

**Leon Lewis,** formerly circulation manager, *New York Amsterdam News,* to WWRL New York as director of news-special events.

◄ **John Henry,** sports director, KOA-AM-TV Denver, named news director, succeeding the late **Ken White** [B•T, July 22]. Mr. Henry, who joined KOA in December 1953, will continue to handle sports for KOA-AM-TV, including football and basketball play-by-plays.

◄ **Doug Arthur,** WIBG Philadelphia, appointed program plans director. He will continue to conduct his *Danceland* show in addition to his new duties.

**James B. Shaum,** business manager of Tarkio College, Tarkio, Mo., to May Broadcasting Co. (KMA Shenandoah, Iowa, and KMTV [TV] Omaha, Neb.) as head of accounting department.

**William R. Stark,** account executive in N. Y. office of Crosley Broadcasting Corp. (WLW-WLWT [TV] Cincinnati, WLWD Dayton, WLWC Columbus, all Ohio, and WLWA Atlanta), named eastern sales manager for WLW. **Ed Fisher** and **Pat V. Lattanzi** join station's sales staff.

**Phil Dexheimer,** salesman, KBIG Santa Catalina, Calif., to KTLA (TV) Los Angeles as account executive.

**Fred Russell,** CKLB Oshawa, Ont., to KVOA Tucson, Ariz., as account executive. **Bill Rudd,** KATE Albert Lea, Minn., joins KVOA as morning man.

**Dick Alvary,** engineering staff, KBTV (TV) Denver, to KEYT (TV) Santa Barbara, Calif., as staging manager.

**Dick Estell,** formerly program director, WLEW Bad Axe, Mich., to WKAR-AM-FM East Lansing (Mich. State U. educational stations), Mich., as program coordinator.

**Charles Fellers,** formerly with KTVO-AM-TV Ottumwa, Iowa, and WAYS Charlotte, N. C., to WBT Charlotte as sales representative.

**A. Gus Vanderheyden,** formerly with Torrington Co. (automotive and instrument parts), Torrington, Conn., to WNDU-TV South Bend, Ind., sales staff.

**Warren Bouve,** WFAX Falls Church, Va.; **M. A. Andrews,** Armed Forces Radio Network, Cuba, and **Ralph Lopez,** WGAY Silver Spring, Md., join WDON-WASH-FM Washington as salesmen. **Earl Robbin,** WFCR Fairfax, Va.; **Douglas Haldane,** from educational stations in N. Y. state, and **Carol Nicholas,** WPGC Morning Side, Md., join WDON-WASH-FM as announcers.

**Bob Forster,** formerly disc jockey with WSRS Cleveland, Ohio, and WJW Cleveland, to WITH Baltimore in similar capacity.

**Bruce Barrett,** previously with KWKC Abilene and KTSA San Antonio, both Texas, to WBAP-FM Fort Worth announcing staff.

**Jean** and **Don Harvey** join KOOL-AM-TV Phoenix staff.

**Frosty Mitchell,** freelancer in radio and tv, to KIOA Des Moines, Iowa.

**John F. Box Jr.,** executive vice president of Bartell Group and general manager of KRUX Phoenix, elected to board of directors, Arizona division, American Cancer Society and also elected to board of directors of Greater Phoenix Executives Assn.

**Merle H. Tucker,** president-owner of Thunderbird Broadcasting Co. (KGAK Gallup, N. M.), re-elected trustee of Kiwanis International.

## 'LUM' REDISCOVERED

EVER wonder what happened to Chester Lauck of radio's famous *Lum and Abner* team? The answer was forthcoming at a meeting of Conoco wholesalers and jobbers in Chicago's Sheraton Hotel July 18. Mr. Lauck, who played "Lum" in the series which lasted 25 years, appeared in his new capacity as executive assistant with Continental Oil Co. Dealers got a preview of a *Whirlybirds* filmed series episode, sponsored by Conoco. Mr. Lauck joined Continental in 1955 as executive assistant to L. F. McCollum, president, and has covered over 100,000 air miles for the firm, addressing business meetings and conventions. His old partner, Norris Goff (Abner), who retired for health reasons, is now engaged in the home building business on the West Coast.

**Robert Bowles,** manager, WFTL Ft. Lauderdale, Fla., elected to Ft. Lauderdale Ad Club's board of governors.

**James Legrand Everett,** 56, one-time program director for WJSV Washington (now WTOP) and performer ("The Old Timer") for other stations in Washington and WBT Charlotte, N. C., died July 21. Since early 1940's he was accountant for Washington food chain.

### REPRESENTATIVES

◄ **Frank P. Rolfes,** account executive, Blair Tv Assoc., Chicago, to Katz Agency, same city, tv sales staff, succeeding **James Hoel,** who becomes commercial manager of WTCN-TV Minneapolis.

◄ **John D. Kelley,** assistant director of station relations and later tv salesman with Tv Bureau of Adv., N. Y., joins Katz Agency, same city, tv sales staff.

### TRADE ASSOCIATIONS

**Louis J. Link,** chief engineer, WSUN-AM-TV St. Petersburg, Fla., elected president of Institute of Radio Engineers, Florida west coast division.

**Stewart S. Howe,** vice president of Illinois Institute of Technology, elected president of Chicago chapter, Public Relations Society of America.

**Keith Culverhouse,** director of advertising and promotion, WPIX (TV) New York, to Tv Bureau of Adv., N. Y., as assistant director of sales promotion.

### PROGRAM SERVICES

**Calvin Thornton,** in charge of Minnesota, Wisconsin, upper Michigan and North and

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
*1735 De Sales Street, N. W., Washington 6, D. C.*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

*name* *title/position*

*company name*

*address*

*city* *zone* *state*

*Please send to home address — —*

South Dakota areas, United Press, named business manager of UP's nine-state central division, succeeding **Edward L. Brant,** who becomes southwestern division manager [B•T, July 22].

**William H. Carr,** manager of western sales division, *Tv Guide,* Phila., appointed manager of Louisiana and gulf coast editions, headquartering in New Orleans. He succeeds **Laurence J. Miller,** resigned.

**G. G. Ross,** formerly senior script writer at Broadcast Music Inc., N. Y., appointed to newly created post of press relations assistant.

## MANUFACTURING

◄ **Robert C. Wallace,** merchandise manager, Zenith Radio Corp., Chicago, appointed general manager of company's subsidiary, Zenith Radio Distributing Corp., same city.

◄ **Sterling C. Spielman,** director of electronic engineering, Philco Corp., Philadelphia, government and industrial division, named director of engineering. He will be assisted by **Frank D. Peltier,** who was named director of engineering planning.

**Clifford Shearer,** advertising manager, Rek-O-Kut, N. Y., appointed director of marketing.

◄ **Joseph M. Engle Jr.,** radio-tv engineer, to Gates Radio Co., Denver, as sales engineer. He will cover Colorado, Wyoming, Utah, New Mexico, and parts of Kansas and Nebraska. **William R. Atkinson,** chief engineer, KCMC-TV Texarkana, Tex., joins Gates in company's Quincy, Ill., headquarters.

◄ **Archie F. Boscia,** section head of communications and navigation, Stromberg-Carlson division of General Dynamics, Rochester, N. Y., plant, to Kin Tel division of Cohu Electronics Inc., San Diego, as chief product engineer.

**James Leslie Finch,** 64, assistant chief engineer for RCA Communications Inc., died July 22 in Mineola, N. Y., after long illness.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

## ABROAD IN BRIEF:

**SECOND TV FOR MOSCOW:** Moscow Radio has reported that a second tv station is planned for the Soviet capital by the end of 1958. The new station will have a 1,500 ft. tower.

**AID TO UNCLE:** According to a German report, the Bonn government is discussing the possibility of paying half the operating costs of U. S. radio station RIAS Berlin (Radio in the American Sector). Operations there are being cut back somewhat by the lower budget which went into effect for U. S. Information Agency this month (see GOVERNMENT). No serious curtailment of service was expected in Washington, however.

A spokesman for the USIA in Washington knew nothing of the possibility of German aid being offered for RIAS. He was dubious that such an offer would be acceptable if made, since the facility is part of the Voice of America. The German report of possible participation by Bonn in RIAS pointed out that the station is the only German-language station serving the Soviet Zone of Germany from the West. A proposed Bonn-operated station has been on the air with test transmissions for several months but has not started actual broadcasting.

**BERLIN TV BOOSTS POWER:** Radio Free Berlin, which now covers sectors of Western Berlin with a 5 kw tv transmitter, plans to install a 50 kw unit before the end of the year. This will extend RFB's tv coverage into the Soviet Zone of Germany, which surrounds the western sectors of Berlin.

RFB operates one of the two West German tv stations which have partial commercial programming. (The other is Bavarian Radio in Munich, which pipes its commercial programs to RFB.) The 50 kw transmitter cost $180,000, raised by a loan from West German Radio, Cologne. RFB's total 1957 budget is more than $4 million.

Western advertisers are expected to be willing to invest in extra coverage to the Soviet Zone. Although no direct sales are allowed there, their products would be familiar to new buyers, if and when the Iron Curtain is raised.

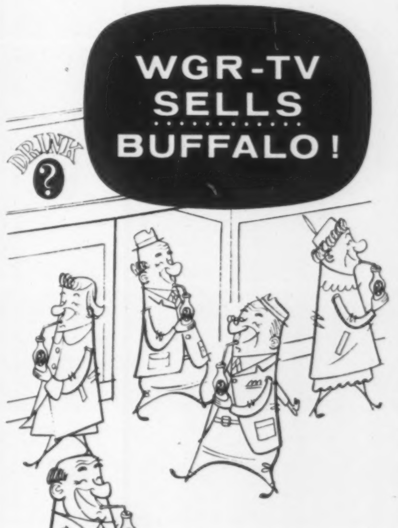
**RED RECIPROCITY:** A Moscow Radio broadcast reported earlier this month that the broadcasting systems of the U.S.S.R. and Yugoslavia have reached an agreement for cooperation in radio and tv broadcasting. No details were given.

Last week it also was announced that Soviet engineers have designed a 1,300-ft.-tall television center for Peiping, China. Supported by legs of steel tubing, the platform structure would hold cabins for radio-tv equipment and a gallery for sightseers.

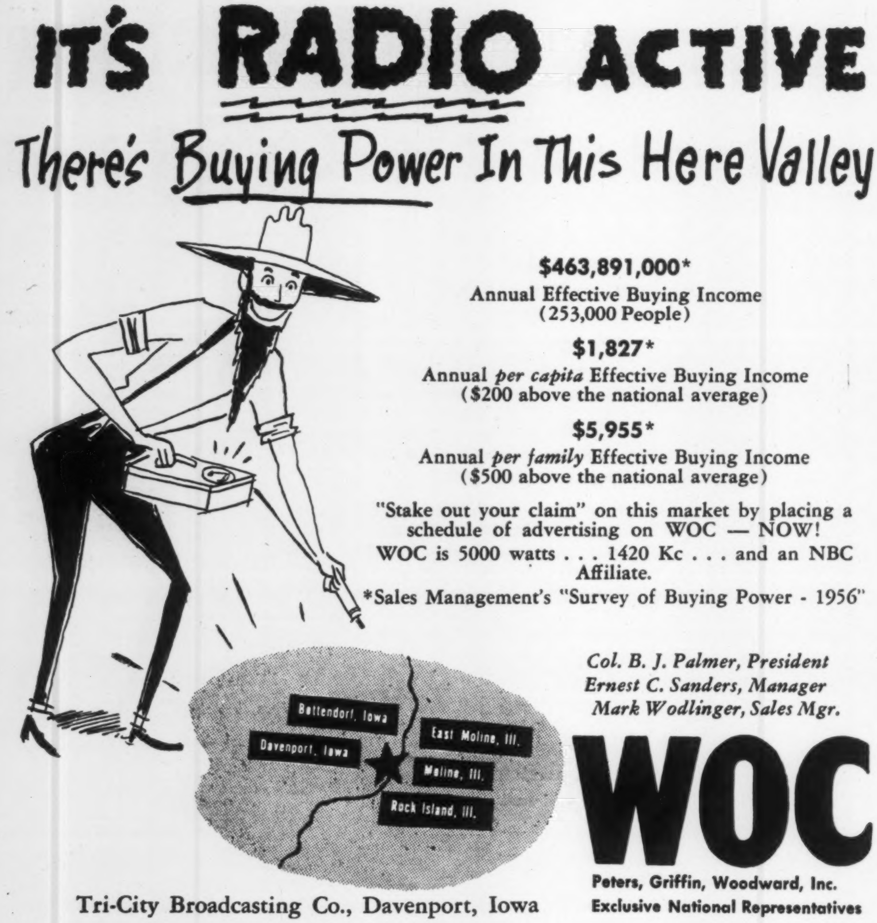
**TV INTERESTS AUSSIES:** Adelaide, in south Australia, is without tv broadcast facilities of its own. But a department store and the W. A. Sheaffer Pen Co. were able to show citizens what tv is like. And enthusiastic citizens showed they liked tv. The Myer Emporium Ltd. set up a tv cabinet in its window and, using a 16 mm projector and mirror,

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
*according to NCS No. 2*
* All 68 stations outside of Chicago
CBS
REPRESENTED BY AVERY-KNODEL, INC.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES



**$463,891,000***
Annual Effective Buying Income
(253,000 People)

**$1,827***
Annual *per capita* Effective Buying Income
($200 above the national average)

**$5,955***
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"

*Col. B. J. Palmer, President*
*Ernest C. Sanders, Manager*
*Mark Wodlinger, Sales Mgr.*

**WOC**

**Peters, Griffin, Woodward, Inc.**
**Exclusive National Representatives**

Tri-City Broadcasting Co., Davenport, Iowa

**Goat for sale**

If you got any loose goats you want to turn into cash, or a polygonal monitor that needs a new home, or a void where a d.j. ought to be, or an analog computer you want to exchange for an old UV 201 A . . . or, on the other hand . . if you want a job that pays off in money instead of custard. or if you have tape recorder, will travel . . . stop languishing this minute. Take steps. Be a man of action. Tell B•T's readers all about it in the Classified Section.

showed films of *I Love Lucy* for a week, five times a day. (Sheaffer sponsors the show in areas of Australia where there is television.) Results of the window show, as reported by the emporium: "A strong effect on the buying public . . . and a little trouble with the local city council for obstructing traffic."

### CARTB, CBS Concert Tv Week Sept. 8-14 With That of U. S.

CANADIAN television stations will hold a Television Week at the same time as the U. S., Sept. 8-14. An announcement to this effect was made July 18 at Toronto by the Canadian Assn. of Radio & Tv Broadcasters. The Canadian Tv Week will be held jointly by member stations of CARTB and stations of the CBC.

Promotion of the week will show how the tv station can be a member of the Canadian family. CBC at the same time will celebrate five years of tv in Canada, the first stations having been opened in September 1952 at Montreal and Toronto, CBMT and CBLT respectively. Now there are 37 tv stations on the air and seven more licensed but not yet telecasting.

While tv set sales will be part of the Canadian Tv Week, a decision to join the U. S. promotion was made too late to obtain full co-operation of the Canadian Radio-Electronic-Tv Mfrs. Assn. Contact for tv set sales will be made on the local level by all Canadian tv stations, according to present plans. It is also expected a number of 20-second film strips will be produced for stations to show how tv affects today's Canadian life. CARTB will offer prizes to tv stations for the best tv promotion in both English and French languages during Tv Week.

### Japanese Allocation Plan Lists 11 Vhf Channels, 107 Stations

THE government of Japan last month set up its final television allocation plan, after long deliberation and hearings. The plan provides 11 channels for 107 stations, all in very high frequencies, 90-108 mc for lower bands and 170-216 mc for higher bands, each band 6 mc wide.

Tokyo is allocated six channels (three of them on the air now), and Osaka is given four (two in use). Assignments of one, two or three channels are planned for other cities, with two predominating.

Sixteen stations are operating in Japan now, and five more are expected to go on the air within a year. Of the 16, five are commercial. Others operate under the non-commercial National Corporation of Telecasting & Broadcasting.

### Canadian Kodak Co-sponsorship

CANADIAN KODAK Ltd., Toronto, is to make its first appearance as a television sponsor this fall, when it will co-sponsor with Ford Motor Co. of Canada, Toronto, the *Ed Sullivan Show* weekly. The show is fed by microwave from Buffalo, N. Y., to the Canadian tv network. Canadian Kodak also is expected to become a sponsor on *Disneyland* on the Canadian tv network, show now being sponsored by American Motors of Canada, Toronto, and Swift Ca-

# RCA 3-*Speed* Turntable with Many New Features

## *BQ-2B*

New BQ-2B Turntable. Cabinet model shown, ready for delivery at once. Supplied less tone arms and filters, available as accessories. Also available less Cabinet.

### DESIGNED WITH YOUR SPECIAL NEEDS IN MIND!

**Silent Operation.** Cushion-mounted motor is operated by quiet Mercury switch.

**Long Life.** Extended puck life is assured by relieving idlers in "Off" position by "Off-On" switch. Sturdy 16-inch turntable platter with large spindle accurately machined, to give many years service.

**Fast Cueing.** Hysteresis synchronous motor provides ample driving power, assures quick smooth starts.

**Improved Stability.** Large sleeve bearings provide accurate turntable alignment. Drive motor is mounted on a separate plate and supported by vibration mounts to eliminate rumble.

**Fewer Moving Parts.** Excellent design speed-changing mechanism, a minimum of moving parts, self-compensating idlers.

**Ease of Operation.** Quick speed change. Snap-up spindle for 45 rpm operation assures ease of operation.

*Call your RCA Broadcast Sales Representative for further details, or write for illustrated brochure containing complete information. In Canada: RCA VICTOR Company Limited, Montreal.*

RCA ® Tmk(s)

**RADIO CORPORATION of AMERICA**
**Broadcast and Television Equipment** **Camden, N. J.**

nadian Ltd., Toronto. A third sponsor, Courtaulds Ltd., Montreal (textiles), dropped out early this year. Canadian Kodak account is handled by Baker Adv. Co. Ltd., Toronto.

## Bank of Canada Agency Switch Is First in New Administration

BANK OF CANADA, Ottawa (Canada Savings Bond campaign), has appointed McKim Adv. Ltd., Montreal, to handle its fall savings bond campaign. This is the first change in a government account advertising agency since the new Progressive-Conservative party was elected June 10.

Plans for the savings bond campaign, including four 90-minute plays, are well advanced by the former agency, Walsh Adv. Co. Ltd., Toronto, on the national television network. No announcement has been made yet as to changes in the present planning of the campaign on radio and television, or whether the plans developed by Walsh Adv. for tv and Ronalds Adv. Agency, Montreal, for radio, will be canceled.

In the fiscal year just past (ending March 31, 1956), eight agencies accounted for $3,692,870 in government advertising in all media. Top advertising expenditures were placed through MacLaren Adv. Ltd., Toronto, $979,442; Cockfield Brown & Co. Ltd., Montreal, $979,095; Ronalds Adv. Agency, Montreal, $789,526; and Walsh Adv. Ltd., Toronto, $779,085.

You're in good company on WGN-RADIO Chicago

Pepsi
Pepsi-Cola

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

CLINTON ST.
WHLI BLVD

TO help WHLI Hempstead, L. I., celebrate its 10th anniversary, Mayor William O. Gulde proclaimed July 21-27 WHLI Week. In addition, he temporarily changed the name of Clinton St., where the station's studios are located, to WHLI Boulevard. Above, WHLI President Paul Godofsky (l) hands the new street sign to Mayor Gulde.

## WRCA New York Resumes '1,000 Bill Finders-Keepers'

WRCA New York *Pulse* program (Mon.-Fri. 6-10 a.m.) will resume its "1,000 Bill Finders-Keepers" contest today (Monday), according to Arthur Hamilton, station manager. The contest, which ran on the program from July-Oct. 1956, is designed to permit participation of the entire program audience. Clues as to the location of a $1,000 certificate, hidden somewhere in the metropolitan area, are broadcast in rhyme each morning by Bill Cullen, program host.

This year *Pulse* also has inaugurated a separate category of participants. Advertising agency personnel have been invited to participate. The rules state that the clues must be heard on the air and answers must be submitted by mail. The agency person coming closest to the actual location of the hidden certificate is declared the winner of a portable tv set.

## KTTV (TV) Los Angeles Covers Miss Universe Contest

PULCHRITUDE plus a "startling last-minute revelation" boosted the audience for the KTTV (TV) Los Angeles telecast of the selection of Miss Universe of 1958 on July 19 to an estimated 3,250,000, nearly a 50% increase over the two million who watched the previous year's finals on KTTV.

Special ARB coincidental survey made from 10:15 to 11 p.m. showed KTTV with a rating of 38.5, compared to a 5.0 for the second of the city's seven tv stations and lesser figures for the other five. ARB data indicated that 53.8% of the area's tv sets were in use, up one-third from the normal sets-in-use count for that day and time, and that better than 70% of them were tuned to KTTV.

The Miss Universe telecasts on KTTV, which covered the contest from the arrival of the girls in Long Beach, Calif., through all the preliminaries right up to the crowning of Miss Peru as worldwide winner, were sponsored by Max Factor & Co. through Doyle Dane Bernbach. The finals only were fed to San Francisco and telecast by KGO-TV there.

The startling revelation was that Miss USA was really a Mrs. and mother of two children, a charge that the national title holder had vehemently denied on the previous night's telecast but had admitted the morning of the contest's final day. The 11th-hour selection of a new Miss USA and the ensuing debate as to whether she should be included in the judging for the global title (the decision was no) produced a tidal wave of publicity and a maximum audience for event, sponsor and station.

## WTOP Issues Brochure

WTOP Washington has issued a 20-page brochure entitled, "Do You Know This Man?" It goes on to say he is 34½ years old, 6′ tall, weighs 179 pounds, has brown hair and brown eyes. It explains that he is a composite of twenty-four WTOP personalities. The booklet also gives brief biographical sketches of the personalities and pictures of them.

## WELL, ANYWAY, ALMOST EVERYWHERE

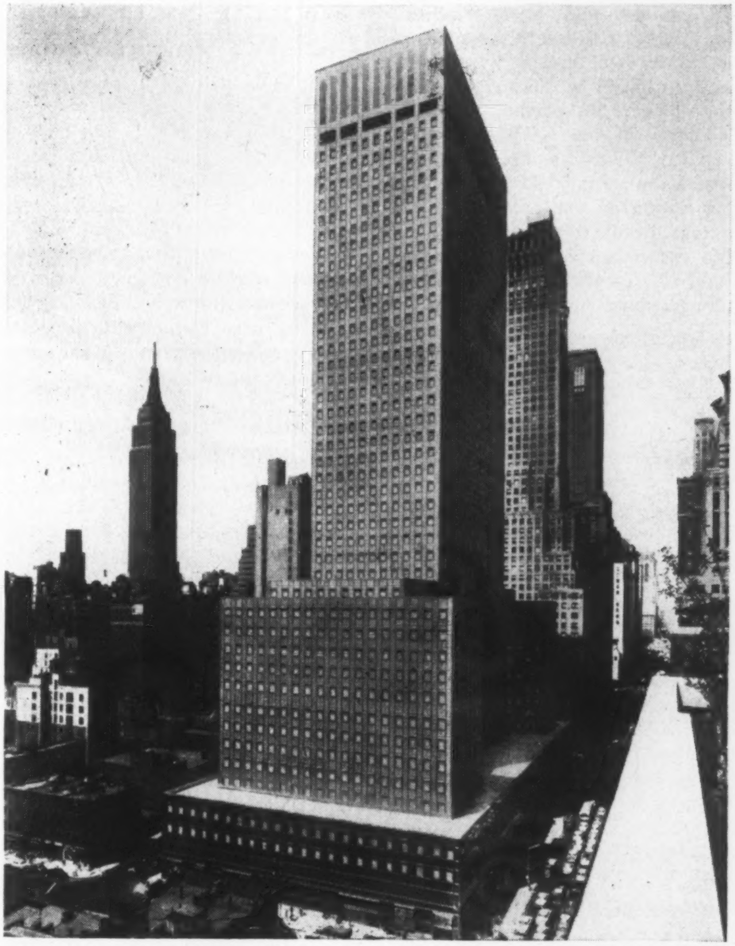
IN a "Radio is Everywhere" contest it sponsored, WCCO Minneapolis-St. Paul discovered that radio is in "airplanes, graves, milking parlors, prisons, maternity wards, tree houses, photo darkrooms and duck blinds."

These were only a few of the answers received in the contest which invited listeners to tell in 25 words or less about the unusual places or unusual situations in which they listen to WCCO.

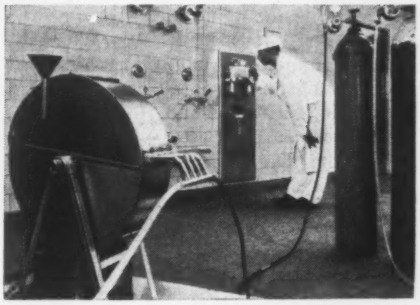
One listener, who is a grave digger, reported that he listened to the radio while going about his duties. Several farmers reported they have mounted old car radios on their tractors, including one equipped with earphones. Other rural radios were stationed in barns, henhouses, raspberry patches and pickup trucks. One entry reported, "We love football and duck hunting. Ducks won't land in the stadium, so WCCO brings the stadium to our duck blind on football afternoons."

The contest was conducted by WCCO during National Radio Week (May 5-11) and drew 1,732 entries. The station engaged Northern Research Labs to judge the contest and 10 winners were picked. They received table model radios as their prizes.

# Only STEEL can do so many jobs so well



**Walls Of Steel—Tall Or Small.** The big picture shows the Socony Mobil Building at 42nd and Lexington in New York City. It's the largest metal-walled office building in the world, and is completely sheathed with Stainless Steel panels. They used Stainless Steel because of its lasting beauty, durability, corrosion resistance, and low maintenance. The picture below shows an all-steel prefabricated school. The steel skeleton is strong and safe, and the porcelain-enameled steel wall panels are colorful and easy to care for.



**Artificial Heart-Lung Machine.** This Stainless Steel machine removes blood from the body, replenishes it with oxygen, and pumps it back into the body—thereby functioning as heart *and* lungs. With it, doctors can actually stop the heart and repair it, since the machine does the heart's job. The device is made completely from Stainless Steel because it is the most easily cleaned of all metals. Stainless Steel will not corrode, and it will not contaminate or alter the structure of the blood in any way.

**127 Different Parts!** This quiet, reliable alarm clock is a mass-production miracle. 127 different parts work together so that you can be sure of getting where you want to be on time. Most of the parts are made from steel because steel is strong, wear-resistant, and easy to fabricate.

# UNITED STATES STEEL

American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . **Divisions of United States Steel Corporation, Pittsburgh**
Union Supply Company · United States Steel Export Company · Universal Atlas Cement Company

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

## KGW-TV LAUNCHES 'WIN A HOUSE'

KGW-TV Portland has launched what it terms the "biggest single food promotion in 30 years of food business." In conjunction with White Satin sugar and Wedgwood Homes, the station is sponsoring a "Win a House" contest. The prize is a new $16,500 Wedgwood Home.

When a person purchases White Satin sugar in the Oregon or southwestern Washington area grocery stores, he gets an entry blank and is asked to finish in 25 words or less: "I have purchased White Satin sugar and I have seen the KGW-TV Wedgwood Home and I think it is the perfect home because . . ."

The station is using daily spots to advertise the contest and also running ads in the *Oregonian* and *Oregon Journal.* The campaign is reportedly designed so that no viewer will escape a spot announcement whether he is listening during the day or during the evening.

In addition to the KGW-TV spots, the campaign is using outdoor billboards, point-of-sales material and tie-ins with six other stations in that area. KGW-TV reports that the overall expenditure will probably exceed $125,000. The contest ends Sept. 14. Agency for the promotion is Pacific National Adv., Portland.

**SEEN** *going over blueprints of the KGW-TV Wedgwood Home are (l to r) Milt Foland, vice president Pacific National Adv.; Harry Moss, sales manager, White Satin sugar; Walter Wagstaff, KGW-TV station manager, and Dwight Haughen, president of Wedgwood Homes.*

### Power of Negative Thinking

WITH typewriter tucked in cheek, Henry J. Kaufman & Assoc., Washington, D. C. advertising agency, has sent out a mailing piece entitled "Name Dropping."

Cartoons and copy reminisce about several clients who have passed through the agency's portals—the firm that was absorbed by A Big Company, the long-term client who retired and the CIO (which merged with the AFL). As the copy reads, ". . . We've been losing accounts with the best of 'em, man and boy, ever since we started in 1929."

For prospects who might be wondering, a final page of positive thinking includes a list of clients who have stayed around.

### WATE-TV Covers Sears Sale

WATE-TV Knoxville gave live coverage to the local "Sears Pre-4th" sale this month with its new $75,000 mobile unit. The advance promotion of the event included on-the-air plugs, newspaper publicity, live show mentions, full-sheet signs in the store and a feature on the front page of the tabloid section run by Sears in the morning daily. The show was entitled *Sears Pre-4th Jamboree* and featured local and station talent and guests. The program originated from Sears' furniture department on the top floor thereby "creating a traffic flow throughout the other departments." WATE-TV reports that before the sale Sears was running 11% behind the same period last year, but that after the sale, they were only 1.8% behind.

### NBC Uses 'Real Cool' Approach

NBC Spot Sales personnel making the agency rounds this summer are using a "real cool" approach: Before acquainting agency time buyers and other media employes with the "hot availabilities" on represented radio and tv stations, they place a miniature electric fan on the prospect's desk and turn it on. The fan is a battery-operated model about the size of a flashlight.

### KFMB-TV Offers New Service

KFMB-TV San Diego is offering a new service to local television viewers who ride the city buses. A brochure which gives the station's daily overall program schedule is being distributed by use of a "take one" bus card. KFMB-TV estimates that 25,000 of the booklets will reach the viewing public during its 90-day campaign.

### KOLN-TV Offers $5,000

KOLN-TV Lincoln, Neb., is offering $5,000 to any western league baseball player who hits a ball through a hole in the station's billboard at Sherman Field. The hole is located in the center of the CBS eye which appears on the advertisement. The sign is part of the field's outfield fence. The player winning the $5,000 must hit the ball through the hole during a regulation game.

### ABC-TV's 'American Bandstand'

ABC-TV will air *American Bandstand* (Mon.-Fri. 3-4 p.m. EST) starting next Monday. It will originate live from WFIL-TV Philadelphia, according to James T. Aubrey Jr., ABC-TV vice president in charge of programming. The program, which is an outgrowth of WFIL-TV's *Bandstand,* features popular music, audience participation, dance contests and guest performances and interviews. It also will include Dick Clark as m.c. and is "in line with the network's new emphasis on live music and personalities," reports the network.

### WWDC Increases Weathercasts

QUARTER-HOUR weather reports, 24 hours a day, will be started Aug. 1 by WWDC Washington, which reports it has exclusive rights to the Electrovac reports of Dr. Irving P. Krick Associates of Denver. Long-range forecasts of the Krick firm are based on electronic computations. Ben Strouse, WWDC president-general manager, said the Krick forecasts tracked Hurricane Audrey more accurately than other services. The station is distributing hand fans to promote the new service.

### WOV Celebrates 'Trentennale'

WOV New York is using its 30th anniversary as the theme of its summer Italian audience promotion, the "Trentennale." The promotion consists of 10 random telephone interviews a day. The person called is asked to pick a number from 1 to 30 to determine which gift he draws from a stack. He is given an invitation to chat about himself, his family, or relatives in Italy. The promotion will run for two months. WOV, a 24-hour operation, devotes 10½ hours daily to Italian language shows.

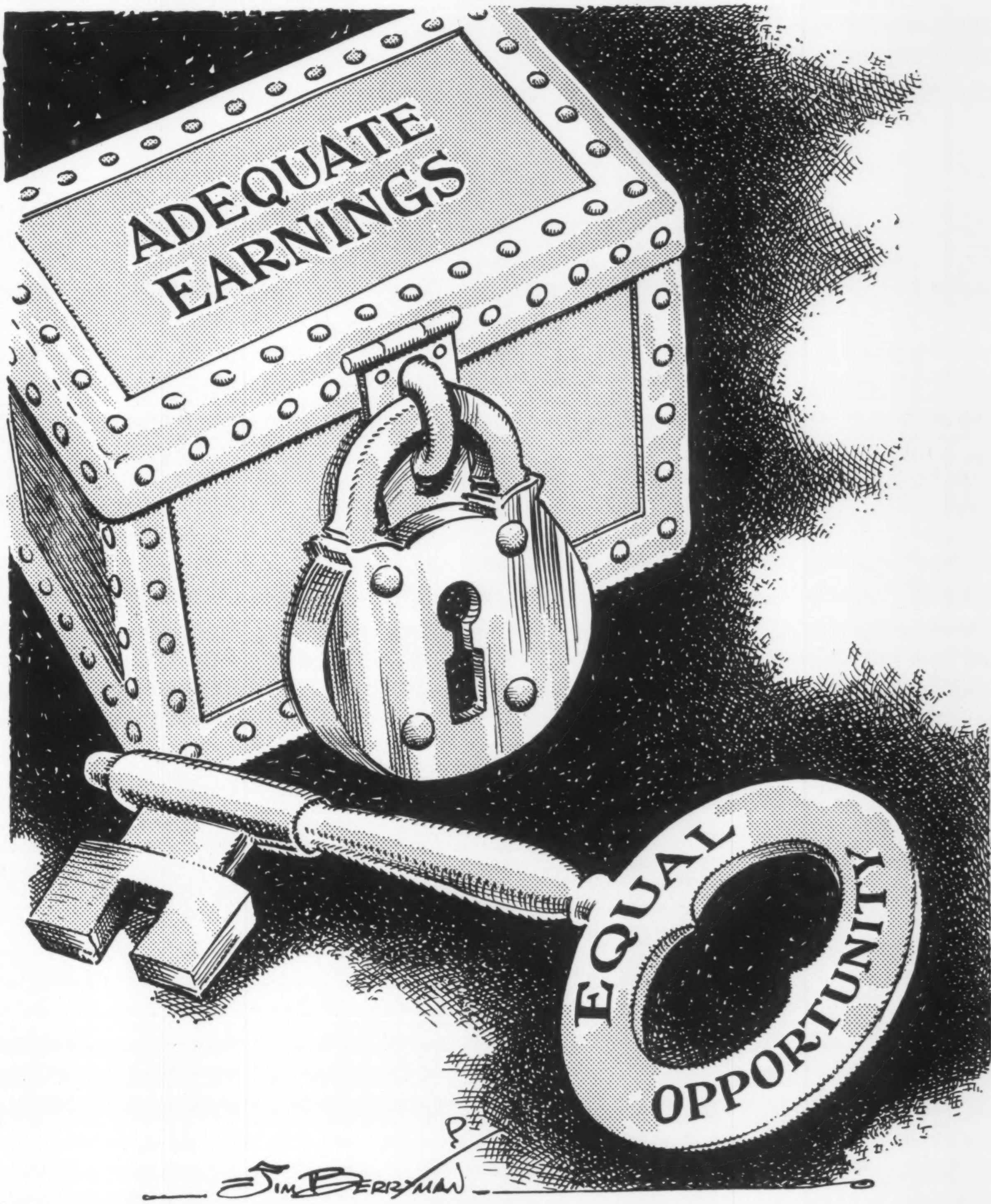
### WBLK Announces 'It's a Boy'

WBLK Clarksburg, W. Va., celebrated its 20th anniversary July 19 and held a cocktail party for representatives from 50 newspapers in central West Virginia. The station changed its call letters to WBOY to conform with the call letters for the new tv station in Clarksburg which will be called WBOY-TV. To promote the change, cigars with "It's a Boy" wrappers were handed out to visiting newsmen at the cocktail party. WBOY-TV plans to be on the air Oct. 1.

### WICE Holds Free Record Hop

WITH no other promotion but 10 spots a day for 10 days, WICE Providence, R. I., turned out 10,000 youngsters July 19 for a free record hop at Rocky Point Palladium. Advance estimates expected a top crowd of 1,500. As part of WICE's first anniversary promotion, the station event included free cokes and amusement park rides for the entire evening.

# KEY TO THE RAILROADS' FUTURE


ADEQUATE EARNINGS
EQUAL OPPORTUNITY
JIM BERRYMAN

*for the* ASSOCIATION OF AMERICAN RAILROADS

# NEWSREELS ARE NOW TV'S CUP OF TEA

## With the movies' product faltering, video news film has stepped in

*A SECOND movie newsreel will discontinue its operations. Paramount News, newsreel operation of Paramount Pictures, will end a 30-year service to theatres on Feb. 15. Last August, Warner-Pathe ceased operations.—B•T, Jan. 28.*

*A new "first" is reported with tv newsfilm being shown theatrically in a Los Angeles newsreel movie house. . . . Showings of CBS Newsfilm reportedly are made 8-10 times per day . . .—B•T, June 17.*

A CALL by a theatre owner on the facilities of a primarily tv enterprise to supply newsfilm never could have happened a few years ago.

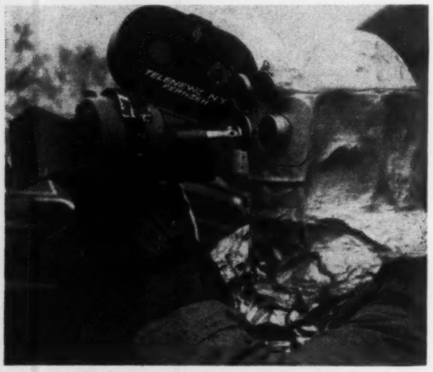
But the evidence is piling up that the theatrical newsreel as a factor in the motion picture economy is nearly played out, a victim of the economic downswing in its own industry and of tv's remodeling effect in both the entertainment and news fields.

Where once five theatrical newsreels dominated motion picture journalism, there now are only three. One of the trio—Fox Movietone—is in trouble and reportedly about to switch from spot news filming to in-depth, background treatment in the documentary or magazine fashion. Fox, it's said, will film in Cinemascope to boot. (Warner-Pathe left the field in August of last year, Paramount News folded last February. Two other newsreel operations are Universal News and MGM's "News of the Day.")

The importance of the news film product to newsreel theatres is seen in the Los Angeles operation. At the Newsreel Theatre in downtown Los Angeles, the news film on a typical day occupied the first 32 minutes of a 55-minute news portion of the theatre's program. The remaining 23 minutes comprised a combination of all output of theatrical reels being used by the theatre.

Newsreel
WALT DISNEY'S BLUE MEN OF MOROCCO

**MARQUEE OF THE TIMES:** Los Angeles' Newsreel Theatre emblazons across its front a reminder that it shows exclusive CBS Newsfilms.


TELENEWS N.Y.

**NOT GARBED FOR OUTERSPACE:** This is how an INS-Telenews cameraman dons a special leaden outfit for protection against gamma rays while filming a story in an irradiated area.

The theatre's manager, David Oxenham, supervises editing of the film, recording music and his own voice for narration over silent portions on magnetic strip. This reel is made up only once a week, though when a hot story breaks, it is added at the head of the reel and featured on the theatre's marquee. Over a seven-day period, this reel may be re-run some 60-70 times.

To accommodate the use of news film, the theatre added 16-mm. film projection equipment—a projector and a proper lens. A sidelight is that the theatre installed a small refrigerator to store the film when it is not being run, keeping it dust free.

While it is yet too early to assess the significance of this development in the news film field, this is obvious:

- The future of news film in theatres will bear watching. Actual newsreel theatre outlets are limited but should practice prove news film a "natural" for movie showing, feature theatres may show an interest.
- News film syndicators have geared their services for tv stations not theatres. The latter is added revenue and another outlet for news film distribution.
- Most importantly, use of the film in even a few theatres adds to the prestige of news film syndication, an operation that is only nine years old but already boasting a $3-4 million business volume.

Newsfilm syndication has flexed its muscles as a supplier of news program product for stations throughout the U. S. Advertisers have displayed their enthusiasm by an increasing number of them signing as sponsors of news shows using the film product. Both in sales and in ratings, the local news show using syndicated film has done well in many markets, even when pitted against the network news show that lacks its flexibility.

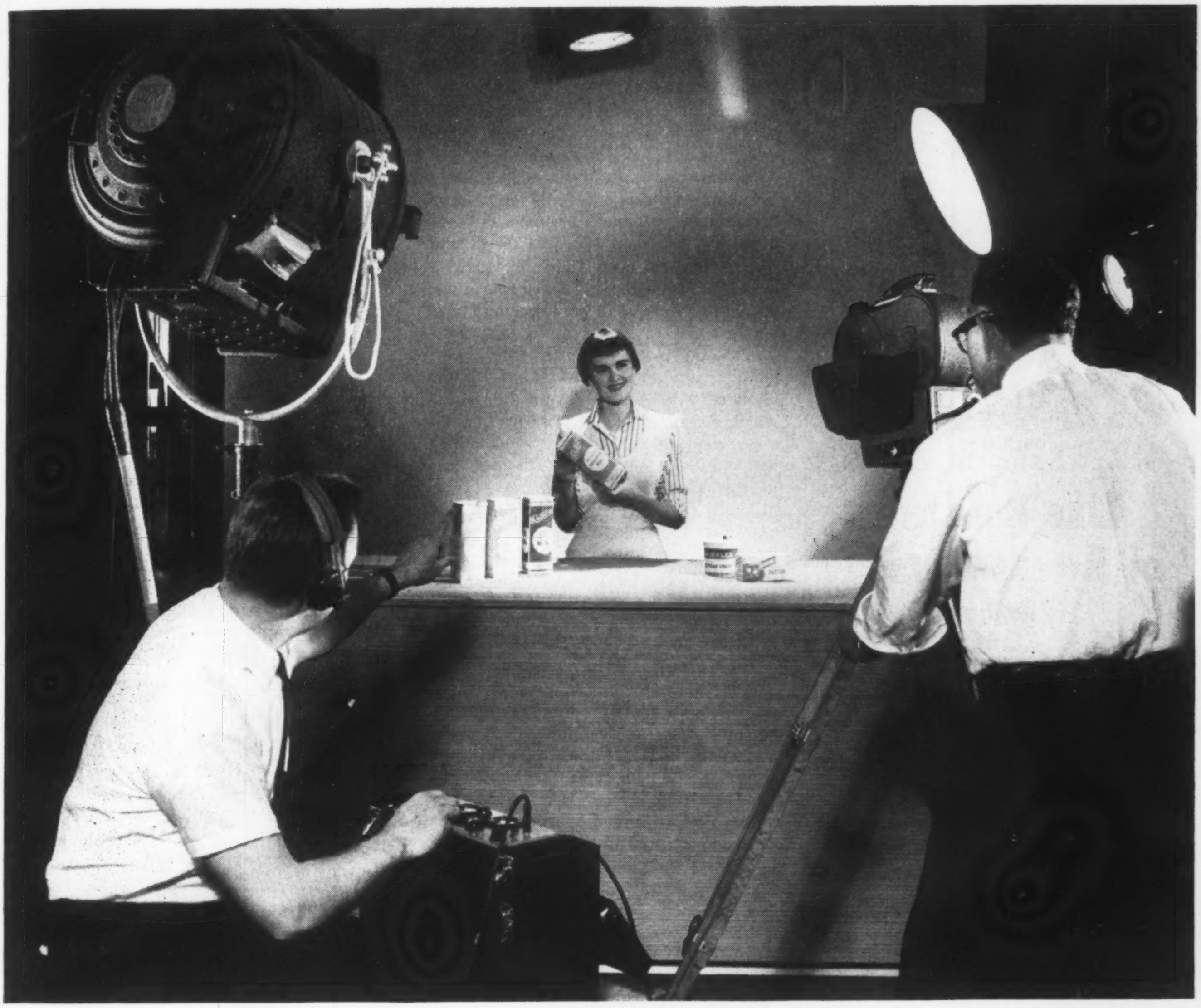
Actually, tv news film syndication has shot into prominence since only 1948 when INS-Telenews appeared as the first syndicator on the scene. But in the syndication bed, it's difficult at times to see the roses for the thorns. Some would be entrepreneurs: The Associated Press (in 1947 and again in 1952 with Spotnews Productions Inc.) and NBC, whose daily news syndication service operated for awhile before being discontinued in July 1954. NBC has its own newsfilm operation but does not syndicate to stations.

Newsfilm syndication is handled by three firms, each providing a daily service—INS-Telenews, CBS Newsfilm and UP Movietone News. They span the U. S. and are in overseas markets in just about every "tv country." Networks use newsfilm, too, and even a newspaper or magazine often asks for permission to reproduce a photograph from an unusual filmed scene.

Newsfilm is making itself felt in other ways, too: by constantly changing news concepts and by building new and speedy methods of distribution of filmed products. It is precisely this drive for speed and efficiency that has helped to toss the movie newsreel business for an operational loss.

Though money-makers for stations served, syndicated tv news film suffers from an occupational hazard usually associated with railroads: It costs so much to run. Or as expressed by the services themselves: "fantastically expensive and normally an unprofitable one" (INS); "excessively expensive" (Movietone), and "ad-

**ON TOP THE SPORTS SCENE:** UP Movietone's Gene Broda moves in with his camera on Dodger Gil Hodges during newsreel coverage of the topsy-turvy National League pennant race.



**NEW!** *A color material that gives you the ultimate in carry-through of every subtle tone and gradation in the original scene.*

## ANSCOCHROME PROFESSIONAL CAMERA FILM TYPE 242

**TECHNICAL DATA—ANSCOCHROME PROFESSIONAL CAMERA FILM TYPE 242**

| | |
|---|---|
| General Characteristics | A low contrast 16mm tungsten color original film designed for optimum quality in the final release prints. |
| Exposure Index | EI 10 Tungsten<br>EI 8 Daylight (with No. 83 filter)<br>3200K illumination |
| Available Lengths | 16mm x 100, 200, 400 and 12000 feet. Latent image footage numbered. |

Now you can profit from Ansco's years of intensive research dedicated to produce the finest possible 16mm low contrast originals with the best possible print-through characteristics.

Balanced for tungsten—the new ANSCOCHROME PROFESSIONAL CAMERA FILM TYPE 242 captures a full scale image that is designed to yield final release prints of unparalleled brilliance, color saturation and flesh tones on 16mm Ansco Type 238 Color Duplicating Film.

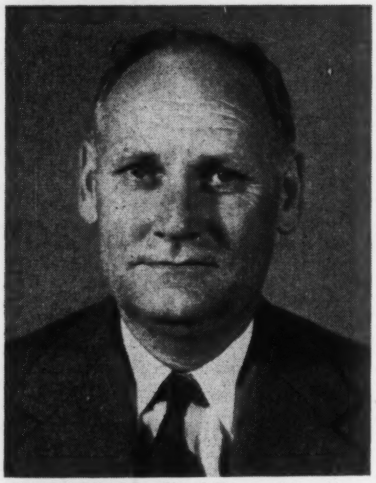
Types 242 and 238, when used together, form a combination that provides "that Anscochrome look"—color saturation, balance, and uniformity—in the final release print. Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.

*Ansco ... the finest compliment you can pay your skill*

WM. R. ROBERSON, JR., President
North Carolina Television, Inc. (WITN)

**Like Hundreds of Broadcasters . . .**

President
WM. R. ROBERSON, JR.
of
witn
and
Chief Transmitter Engineer
ED PILEGARD
**Selected**
**STAINLESS TOWERS**



ED. PILEGARD, Chief Transmitter Eng.
North Carolina Television, Inc. (WITN-TV)

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

*Call or Write for Informative Literature.*

**Stainless, inc.**
NORTH WALES • PENNSYLVANIA

mittedly it is an expensive project" (CBS).

Primarily, the syndicators are in business because their commodity is in news and they intend to make money whenever and wherever possible. W. R. Higginbotham, manager of UP Movietone, notes, "We intend to make a legitimate profit from it," and Howard L. Kany, manager of CBS Newsfilm, the only tv-owned (CBS Inc.) newsfilm syndicate, says CBS is so engaged because the product is necessary for stations and has been accepted by them.

Growth has been dynamic. INS-Telenews first appeared on the scene in February 1948, more as a promise than a going concern. Now it has more than 140 station clients in this country (the INS total includes a newsfilm feed to 35-40 stations affiliated with ABC-TV, and a few stations which receive stills). UP Movietone News, the second oldest, having started more than five years ago, serves more than 60 stations in this country with impressive servicing abroad. (If UP Movietone added weekly servicing, facsimile and other offshoot services, its domestic total easily would go over the 200 mark.) CBS Newsfilm is the youngest (it started in 1954 with only two stations). Its product goes to more than 100 stations in the U. S.

Biggest problems for the syndicators now: keeping pace in personnel with increasing demands for their product; keeping abreast of latest technological developments—color tv, video, tape, etc.; whittling down thousands of feet of film shot daily to the smaller percentage of film actually sent to stations (this is a mounting cost factor—film and editing cost money).

A huge staff must be maintained in chief centers of the country and overseas. Camera correspondents, numbering in the hundreds, are on call. A virtual "small army," as INS puts it, of laboratory personnel, cutters, writers, editors and shipping department employes are needed to keep up service to newsfilm clients. A familiar figure at airports in major news centers is the newsfilm motorcyclist picking up exposed film that must be processed and viewed, and roaring back to the airport to meet split-second shipping schedules.

The business is sensitive to physical conditions, too, such as camera exposure, film editing, scripting, airline schedules and the weather itself. The big nut to crack, says Mr. Higginbotham, is the need for "cheap and fast distribution by wire." Current methods of photographing off the tv tube (kinescoping in the U. S. or telerecording abroad) is costly and quality of the film not up to syndicators' standards. Mr. Kany thinks the future will bring newsfilm delivered by cable or other electronic means, cutting the time lag.

Newsfilm on electronic tape is another possibility in the years ahead. Envisioned is film or tape to transmit motion picture images from Europe and Asia to the U. S.

But away from the crystal ball, refinements constantly are being made in film editing, in scripting that permits stories to remain up to date over long periods and in faster laboratory processing and shipping.

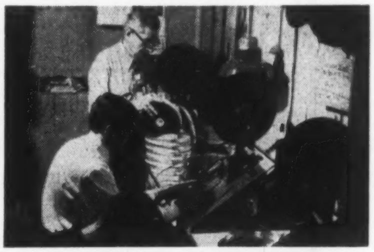
Newsfilm syndicators watch the market-by-market track record of local newscasts using their product. This is perhaps the acid test—for the better the program (ratings and audience, etc.), the more sales to advertisers and the wider the carpet spread by the station before the syndicator.

### IN JUST FIVE HOURS

**4 p.m.:** Len Cautela, assignment desk reporter-contact, assigns a CBS Newsfilm reporter to a story.

**6 p.m.:** The cameraman, having shot the story from a chartered plane, gives the film to a courier who arrives at processing lab at **6:30 p.m.**

**7:15 p.m.:** Film editor (rear) looks at processed film to select best footage. **7:16 p.m.:** The film is checked (foreground) against the assignment sheet to determine most significant features.

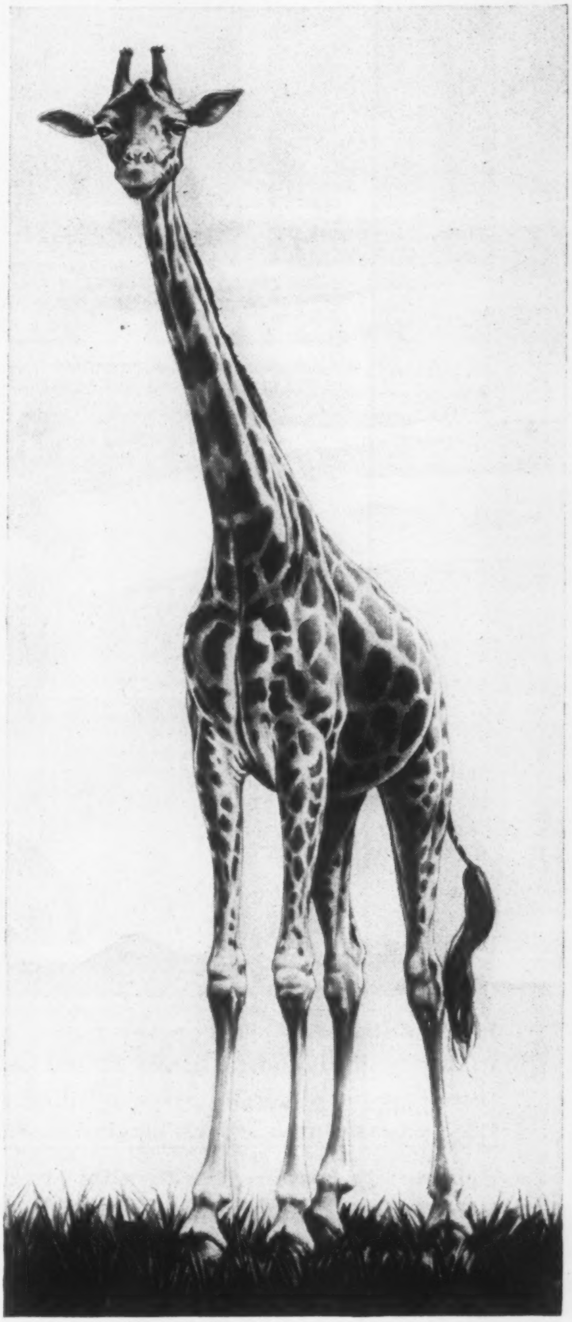


**7:17 p.m.:** Film is prepared for shipment to stations.

**9 p.m.:** Newsfilm story delivered by motorcycle for air shipment.

**NOTICE TO EDITORS**—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

# What do giraffes have to do with high blood pressure?



In its search for more knowledge about baffling diseases, medical science takes some strange turns. For example, doctors have gone to Africa to study the blood pressure of giraffes.

They found that it takes an unusually high pressure to pump blood from the giraffe's heart to his brain—a distance of some 14 to 15 feet. Yet, its heart and blood vessels are not under strain.

Doctors are trying to learn more about how this is accomplished for it could shed new light on the disorder affecting an estimated 6 million Americans—high blood pressure or hypertension.

Fortunately, most cases of hypertension can be helped by proper treatment. In fact, it can often be controlled simply by relieving day-to-day emotional stresses which push blood pressure up and tend to keep it excessively elevated.

If you have hypertension, your doctor may suggest a way of life especially adapted to your needs. Among other things, he will probably recommend *plenty of rest* and *weight control*. The latter is important in treating, and possibly *preventing*, hypertension. In fact, hypertension is four times as common in overweight men as in those who are underweight.

If changes in living habits do not control this disorder, then other treatments . . . including medicines, special diets or surgery . . . may be used.

Hypertension is more easily controlled when discovered early. So, *everyone* should have periodic health examinations. Those who have reached middle age, are overweight, or whose parents or close relatives had elevated blood pressure should be especially watchful.

When hypertension is diagnosed, a patient should continue to see the doctor regularly. Then possible complications can be prevented, postponed or, if they occur, treated promptly.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

**Metropolitan Life Insurance Company**
*(A MUTUAL COMPANY)*
1 Madison Avenue, New York 10, N. Y.

# NEW SPEAKERS OF THE HOUSE between 6 and 9 PM in the nation's Capital!

980
RCA VICTOR

In Washington, between the hours of 6 and 9 PM, the majority of all radios tuned in are tuned to WRC. During this time period, WRC wins a 31.3% share of audience... a 25% advantage over the second station!

Principally responsible for this handsome evening margin are WRC's local personalities. Leading off are newscasters Bill Sprague and Bryson Rash with greater audiences in their respective time periods than all other stations combined. Sportscaster Jim Simpson, who follows, has more than twice the audience of any competitor, and popular disc jockey Al Ross very nearly matches this record!

In Washington's 17-radio-station market, authority of this sort means quick buying response from listeners. Have WRC Radio speak for you in the nation's Capital.

**WRC·980**

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

*NSI Report—Washington, D. C., Area—May, 1957*

## MONDAY MEMO

*from* **TOM GLYNN,** *timebuyer, J. Walter Thompson Co.*

# THE MARKET'S MUCH TOO COMPETITIVE FOR GUESSWORK IN MEDIA

WHATEVER became of that scornful phrase popular at luncheon tables just a few years ago—"cost-per-thousand buyer!"

No more bitter indictment could have been hurled at an agency buyer. It immediately accused one of having absolutely no imagination and of following any set of statistics right out the nearest window.

In those dear departed days our knowledge of research was pretty well limited to a cost-per-thousand based on a program rating.

What has happened today, now that the agency buyer is surrounded by a comparative wealth of statistics such as audience compositions, unduplicated reach, audience distribution by age, market size, etc.? Has imagination been lost for all time and have our buys sunk to a new, uninspired low?

Let one buyer right now take a firm position that this new familiarity with research has only opened a new horizon against which to apply imagination and judgment.

And certainly this television era since 1949, with its unprecedented expanding economy and its new leisure time, has so changed the dimension of radio and television that new statistical measurements had to develop.

Television dimensions have changed with explosive suddenness, propelling television into its present state of maturity in only a few years—a feat achieved by no other medium. Measurements common to 1949 or even 1954 no longer are sufficient by themselves. Whole new concepts of buying and researching had to be established.

Suppose we show an advertiser that his second network property substantially duplicates his audience to the first program—that he is not adding a whole new segment of the population, but rather is only building frequency on those he already is reaching.

If frequency of message is not a requirement, we are then in a position to recommend another program—or even another medium. Is this bad? Doesn't everyone benefit when the advertiser does? And isn't this, after all, a comparatively new and certainly useful type of research, coupled with judgment?

### THE CHANGING ROLE OF RADIO

Radio's dimensions also have changed—equally drastic changes—however more subtle in their accomplishments. While television has assumed radio's historical position as the "entertainment medium"—the family medium—radio today serves a different but equally important role as the "service and information medium"—the personal medium.

As a corollary to this revolution in radio we have found that many of the familiar, historical benchmarks in radio have been replaced by new and rather unfamiliar data. The overriding question in radio today is not "how potent is it" but how best to utilize its strengths under these changed, unfamiliar conditions. It's interesting to note that as we analyze and measure the effect of these changed dimensions we find a wealth of pertinent research and statistics, but unfortunately an overbalanced proportion of it applies only to television.

Wouldn't it be wonderful if this were true of radio as well? Who can say with accuracy just how large a radio audience is and how best to reach them at home, in the car, at the beach, picnics or any one of the hundreds of places a radio set can be found. What about frequency in radio?

There are so many areas in radio today where even judgment and experience, let alone outmoded statistics, are incapable of supplying accurate answers only because radio today resembles nothing of radio yesterday.

So it's only natural that statistics play such a prominent role today. We have more of them, and are more conversant with them. Of course we are not relegating judgment to a back seat for before judgment can be properly exercised we must know all the pertinent facts.

Often we must ask sellers of time to help in the compilation of statistics analyzing their proposals. I think many of them would be surprised how often competing proposals are statistical standoffs—and that the decisions made are done so on the basis of judgment.

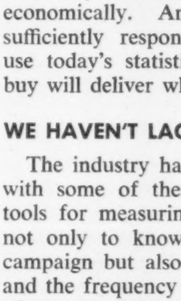
And of course many decisions are made despite the statistics. Again, judgment and experience.

What I'm getting at is that we've got to consider, understand and use any reliable fact which will help in our buying decisions. We've got to know as much as humanly possible how each dollar contributes toward a product's media goal. We can't guess about media—the market's too competitive. In every media decision today we've got to take a long, hard, uncompromising look at audiences—where they are, who they are, how and where they can be reached most economically. And it is this buyer's opinion that we are sufficiently responsible and generally educated enough to use today's statistical tools to determine whether what we buy will deliver what we want.

### WE HAVEN'T LAGGED IN RESEARCH

The industry has done a good job so far in keeping pace with some of these changes and in supplying the various tools for measuring audiences. It is possible, for instance, not only to know the gross numbers of impressions of a campaign but also the number of different families reached and the frequency with which they are reached—the number of commercial impressions per home. We know how much one tv program can add to another tv program—or radio program—or a schedule of local radio or tv announcements. We can analyze a program in terms of type of home reached and where they live, in order to match this with the product's consumer profile.

It is my firm conviction that we now are better equipped to do a more responsible time-buying job than ever before, and that conscientious use of this equipment means a greater sophistication and selectivity on the part of buyers who now are better able to understand what a particular medium can and should deliver. And as these research tools advance and increase, the buying ability, too, advances in like proportion.



*Thomas J. Glynn; b. Jan. 18, 1927, in Queens Village, Long Island, N. Y. Graduated St. John's U. School of Commerce 1950. Joined traffic department at J. Walter Thompson, moved next into the market research and then into JWT's media department doing broadcast research. Started buying for Lever Brothers in 1953; became supervising buyer in his group in 1955 when department moved toward all-media buying concept.*

## Hot Spots

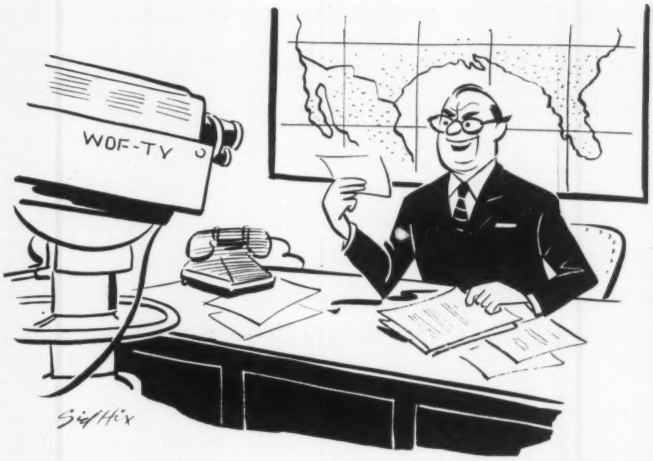
AT LEAST two major advertisers and one major agency are walking perilously close to the outer edge of propriety, if not of legality, in what appears to be a unique bid by one of the advertisers to get a summer hiatus without giving up his prime time positions.

Benton & Bowles, which regularly represents General Foods, has taken on a "special spot tv assignment" for Bristol-Myers and has asked stations to accept a year-long spot schedule from the two advertisers in "partnership." In essence, as detailed elsewhere in this journal, General Foods' Maxwell House coffee would like to go off during the hot summer months but come back to its prime positions in the fall when coffee-drinking weather returns. So Bristol-Myers' Ban, which as a deodorant has bright prospects in the summertime, would take over during most of the hot weeks and Maxwell House could recapture its old positions when the weather cools.

This strikes us—and many other observers—as frightfully close to time broking, although Benton & Bowles authorities make a point that they're convinced it is "not in any way illegal or unfair in practice." The fact that the stations' sanction is necessary does not, in our view, alter the fact that fundamentally it is a case of one advertiser selling station time to another advertiser.

Apart from the question of time brokerage, however, the device could establish several bad precedents. Adopted by others, it would shatter stations' general policy against granting hiatuses. It would automatically deprive other advertisers of a chance to buy these prime spots.

General Foods, Bristol-Myers, and Benton & Bowles are all too knowledgeable, too concerned with the cause of good advertising, too aware of the importance of television to want to make such a shambles as seems apt to result from this gambit. GF, B-M, and B&B should abandon it voluntarily.



Drawn for BROADCASTING • TELECASTING by Sid Hix

*" . . . and now a special bulletin regarding the murder mystery to be shown over the local toll tv circuit tonight . . . the butler did it!"*

## Wired for Competition

DEVELOPMENTS of the past two months point to the probability that broadcasters will soon face a new competitor—for audience and for advertising.

Closed-circuit subscription television has grown from a speculative idea to the blueprint stage. It must still lick many troublesome economic problems before it becomes a significant force, but it seems to have better than a 50-50 chance of establishing itself as a new means of entertainment distribution.

In Bartlesville, Okla., Video Independent Theatres is now constructing a wired system to provide several program services for a flat monthly fee. The principal video fare will be first-run movies. At the outset the service will also include a music-news-weather program. Eventually, the proprietors say, live television programs and a background music service will be added.

Video Independent says it will not sell advertising on its movie programs but it will sell it on the music-news-weather service and on its live tv shows. The implications of competition with free tv and radio are evident.

In Los Angeles and San Francisco, Skiatron Tv Inc. is planning to establish closed-circuit tv in anticipation of the transfer to those cities of the Brooklyn Dodgers and New York Giants baseball teams. The big-league games would provide the basic program service for Skiatron, but the company has far more ambitious program plans in work.

In testimony a fortnight ago before the House Antitrust Subcommittee, Matthew Fox, president of Skiatron, said that ballet, opera, first-run movies and theatrical attractions also figured in the television program fare which Skiatron would offer subscribers. Additionally, said Mr. Fox, Skiatron will provide a 24-hour daily hi-fi music service. Although Mr. Fox implied that Skiatron would not sell advertising, there would appear to be no insurmountable obstacle in the way of Skiatron's doing so if it succeeded in attracting audience.

Interest in closed-circuit subscription television is not confined to Bartlesville, Los Angeles and San Francisco or to Video Independent Theatres and Skiatron. Video Independent has said it will expand to other southwestern communities if its Bartlesville operation succeeds. Skiatron is planning systems in "many cities." Other companies like International Telemeter have still other projects in mind. Plainly, closed circuit subscription tv is not a pipe dream.

To be sure, serious questions must be resolved before wired systems can become a widespread reality. Not the least of these is the matter of installation costs. So far, authorities have produced cost estimates ranging from $4 million to $60 million to wire the city of San Francisco. If $60 million turned out to be the right figure, wired tv would not appear to be the easy way to quick profits.

But other factors are working in favor of closed-circuit subscription tv. Not the least of these is government delay in deciding the future of on-the-air subscription television. Powerful members of Congress have warned the FCC not to approve toll tv on broadcast channels until Congress itself has explored the issues of public interest that are involved. Indeed all but Zenith among the original advocates of broadcast toll tv have modified their proposals to include wired systems. Zenith is alone in sticking to the wish to operate toll tv only on the airways.

For the broadcaster, wired toll tv will present new problems in competition. The most obvious, of course, is in the realm of programming.

To the degree that a subscription system succeeds in selling a tv program, to the same degree it will succeed in diverting audience from the free programs offered at the same time. If the toll system can divert enough people from free tv it will also be able to sell that audience to an advertiser.

In competing with free tv, the toll operator will have certain advantages. Unlike the regulated telecaster, the toll operator will be under no legal obligation to provide sustaining or public service programs. He will be permitted to transmit as full or scant a program schedule as he feels he can sell. In short, he will be able to deal exclusively in profit-making shows, without having to worry about social or cultural responsibilities. This flexibility will be envied by free telecasters who, by tradition and regulation, are obliged to broadcast many programs which are of little commercial value.

The possibility of competition between closed-circuit subscription television and commercial radio has been given slight attention. It deserves closer study by radio broadcasters whose formats are made up of music and news. Assuming the closed-circuit operator programs his sound service skillfully, the threat to established radio listening habits is obvious.

All this is not to say that free radio and television need be alarmed by the prospective competition of wired systems. Broadcasters should, however, begin to plan for a future that will differ from the present.

It is not unreasonable to predict that some of them may become wired subscription operators themselves. In the hands of single management, separate free and fee systems could be made compatible even though competitive.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE® RADIO
delivers more for the money
JOE'S HAMBURGER 15¢
Herb Williams

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Neilsen & SR&D)

They cover an extraordinarily productive market, which contains 4 of the 5 top counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion. (Sales Management's 1957 Copyrighted Survey)

**McClatchy Broadcasting Company**

Sacramento, California
Paul H. Raymer Co.,
National Representative

KOH • RENO
KFBK • SACRAMENTO
KBEE • MODESTO
KMJ • FRESNO
KERN • BAKERSFIELD